Hamburg, 9th September, 1957
Ga/IP

31

E X H I B I T I O N S

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I N D I A N H A N D I C R A F T

This subject of a permanent exhibition for Handicraft as well as for all the Indian raw material that is wanted by the Continental industry has been under discussion since October, 1954. Since then good many meetings and conferences have taken place, and according to my information this subject was also discussed often by the Commerce Ministry in India.

I had written a small note on this subject giving all the details of the working of this permanent exhibition, which was afterwards passed on to Mrs. Chattopadhyaya, the President of the Handicraft Board by our Ambassador in Bonn. I was then called to Delhi in the beginning of 1956 for discussion. This time it was the Production Ministry and not the Commerce Ministry that was going to handle this subject, and hence the previous proposals of maintaining a show room at the cost of the Government and also stocks in the Free Port of Hamburg to the tune of 1 million rupees had to be reconsidered, as the Production Ministry was not supposed to do the trade dealings.

It was decided at the meetings with the Handicraft Board that Messrs. Bertram & Co. should meet the expenses of the show room and the Handicraft Board will give him all the other facilities including a stocklot to the tune of Rps. 200,000,--. This proposal was sent by me to Mr. Bertram for his acceptance to which he agreed. I informed the Handicraft Board accordingly and waited for their decision.

In January this year I was again called to Delhi for discussion, as by now the whole problem had been decided and there was only the question of talking about details. Accordingly I met Mr. L. C. Jain, the Secretary of the Handicraft Board. I had several conferences with him. Unfortunately this time we had again to make some changes in the proposals as put forward in the beginning of last year. It was decided then that the Handicraft Board will participate in the Munich Handicraft Exhibition under my guidance and then the same exhibition should be transferred to Hamburg where it could be shown and then serve as initial stock of the permanent show room, which was to be opened there.

35

It was also considered that private enterprise should be taken into confidence for the supply of the right kind of material, which the expected buyers would like to purchase on large scale after seeing this exhibition in Hamburg, and the Government should help these private manufacturers or exporters with certain facilities regarding financing of the stocks which they might maintain here for ready delivery.

Having waited in India till April of this year to see what the material required for the Munich Exhibition was shipped, I left for Europe on the 9th April without any definite information regarding the despatch of the goods intended for the Munich Exhibition.

Later in May, I got a letter from the Handicraft Board informing me that it was finally decided to participate in the Munich Exhibition and I should go and see the exhibition stand when the same is opened in Munich. Unfortunately I could not attend the Munich Exhibition but learned later that the exhibits were quite nice and the whole show was a success. I was then informed by Dr. Chablani, the Commercial Counsellor in Bonn that he together with Mrs. Shiva Rao, Vice President of the Handicraft Board, and Mr. Patel, the Council General in Hamburg, had talks with Mr. Bertram on the subject. With these talks they had completely cut off all the previous efforts to build up a model Sales Organisation for Handicraft and other products in the Continental market. When I expressed my views, which were not in conformity with the arrangements arrived at, Mr. Chablani seemed to be a bit annoyed.

As this subject had been so very thoroughly discussed many times and as a matter of fact definite decisions were already taken in New Delhi to implement the same, I for myself could not understand why there should be a new meeting and new discussions on this subject. I fail to understand the great idea behind this meeting, for which Mrs. Shiva Rao had to come from America, all the way to Hamburg, if it was only to ask Mr. Bertram or someone else to purchase Indian Handicraft on their own risks and responsibility and try to popularize same. Private enterprise is already doing that in its own way and some handicrafts are finding their way in the German market. The main point when we first started the talks was to intensify these sales on a broader basis by puttingup a representative show room of all the Indian things. A show room that should be in form of a small permanent exhibition where anyone could go and see what all

India produces and has to offer. This show room was not only meant for those in Germany but it was to be a place even for people from Scandinavian countries. ith this show room we wanted to create a taste and liking for Indian art and craft. When the public is given the opportunity to see things without any compulsion to purchase, many would pass through these show rooms every day and then purchase whatever they like in the shops in the city which will be purchasing on larger scale from the ready stocks made available to them in Hamburg Free Port.

The proposals ultimately put forward to Messrs. ertram & Co. today are such as need some discussions and comments. If Messrs. Bertram were now to purchase the Handicrafts in open market and try to sell it, I fail to understand the rôle that the Handicraft Board will be playing to boost up the trade. hat which is being proposed is a thing that even every small manufacturer or dealer is doing today in his own way and in my opinion he is doing it quite well. I have met representatives of these dealers in Europe, going with their trunks full of samples from shop to shop booking small and large orders. I have seen dealers and manufacturers from India offering this handicraft material to interested parties here in a far better manner. They have nice catalogues and pricelists neatly printed. They have nice letter heads on which nice business letters are written. They are accomodating in prices and send their offers cif German port. hen one compares these with the loose photo leaflets with hand-written prices ex-godown these leaflets, accompanied by an ordinary letter written on a general airmail paper received from the andicraft Board, as was shown to me, one begins to doubt the business acumen of the organisation behind it and the future of the trade. These leaflets and letters coming from a Government Organisation on which millions are being spent does not create a very favourable impression on any, leave aside the most conservative type of Hamburg business men.

It is now more than three months that the arrangements were discussed with Mr. Bertram and in which time only prices for a few articles been sent, and that too for such articles for which demand is restricted. The samples for these have not yet arrived. If things were to move in this mannerit will take one year to make any beginning and I wonder if the Hamburg businessmen will be still enthusiastic about it.

In my first Exposé and in my letter to Handicraft Board in February of this year I have tried to give a clear idea of the type of articles that would go and have divided them into three main categories. Anyone wanting to start a selling centre must have the material in suggested ratioto make the enterprise paying. As Handicraft Board has all these detailsin hand it would have been better if the prices and samples would have been sent in accordance with that plan.

The main idea behind the permanent show room in Hamburg was not to create only one shopping centre in this place but that this should be a nucleus of various centres that would be opened in different parts of Germany and on the Continent.at a later stage such as: Düsseldorf, Köln, Frankfurt, München, ien, Kopenhagen, Oslo, Stockholm etc. The Hamburg centre was not to be a competing organisation but a neutral and guiding one helping those interested in starting actual selling centres at the various places stated above. The present proposals limits the activity of Messrs. Bertram & Co. to Hamburg alone by asking his organisation to buy and sell on its own in Hamburg.

The best way of selling any product is by having a representative or representitive organisation, whose duty it is to study the market, to make propaganda, to canvass business, to meet the prospective buyers and to interest them for the products, to book orders, to send reports to the principals, and to do his best to increase the turnover. This representative should not be a buyer and seller himself, as then no reseller will buyfrom him and his activities would be limited to his own buying and selling capacity. Consequently Messrs. Bertram & Co. can only act as representatives if Handicrafts desire to build up a larger selling organisation on the Continent.

This holds good in case of every other product that India wants to export and desires to get a footing in the Continental market.

Ngaruawahia

Since writing this note I learnt 20/8/57
that the Handicraft Board has sanctioned
the £2000 towards propaganda. I do not know
in what form this amount will be paid or in
what time. At any rate it is a good beginning
and a step forward

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Ge/IP

38

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41

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P R O T O C O L

The representatives of the Government Federal Republic of Germany and representatives of the Government of India have, in the course of discussions in Bonn between the 22nd and the 30th October, 1959, reviewed the working of the Trade Agreement entered into between the two countries on the 31st March, 1955, at New Delhi as amplified in the documents exchanged on the 16th April, 1957, and have reached the following results:

1. The Governments of India and the Federal Republic of Germany being concerned over the growing disequilibri in the balance of trade between the two countries, have analysed the situation, have recognised that the imbalance can be corrected by a better utilisation of the opportunities offered by the German market and have affirmed their determination to improve two way trade.

2. The two parties have noted India's requirements of plant, machinery, technical training facilities and know-how for progressive economic development in the remaining years of the Second Five-Year Plan and during the period of the Third Five-Year Plan. The two parties recognise that apart from the two Governments, the Ger Capital market, German Industry and German Technique can make an important contribution towards meeting India's requirements and agree to explore ways and means of making this contribution effective.

3. The two parties have come to the conclusion that because of India's rising requirements of industrial raw and processed materials and investment goods needed to sustain industrial and agricultural expansion, and the need to service loans and credits received by her, it may not be possible to redress fully the Indian deficit in the immediate future in the course of normal trade. It is, therefore, considered essential for all concerned to strive for the development and expansion of India's external resources by the development of over-seas sale

nd expansion of earnings from invisible sources. The two parties have agreed that every effort should be made to take all practicable steps to utilise the undoubted possibilities offered by the German market in the context of the growing volume of industrial activity and the rising levels of personal consumption in the Federal Republic.

4. To this end, the two parties have reviewed the prospects of Indian export commodities in the Federal Republic of Germany and have agreed that:

(a) pending final decisions in respect of their programme of liberalization facilities will be afforded for the importation of goods from India to the extent indicated in the Annexure to the Protocol;

(b) requests for importation from India of goods other than those set out in the Annexure to the Protocol for testing the German market will, within the framework of the German Import Regulations, be considered sympathetically and promptly;

(c) mutually beneficial co-operation between Indian and German industrial enterprise, trading organisations and banking institutions should be promoted with a view to their working out arrangements for meeting each other's requirements;

(d) possibilities of setting up projects for more efficient utilisation of the resources available in India with a view to augmenting Indian export surpluses and sales to the Federal Republic will be examined;

(e) projects for collaboration between Indian extractive and processing industries and the German finishing industries for extraction and processing of raw materials in India for

sale to German industry will be considered;

(f) the possibilities of mutually beneficial collaboration between the Indian mining, ore, processing, textiles and tanning industries, and the German manufacturers of the corresponding products need to be explored.

5. The two parties agree to widen the close technical co-operation already existing between the two countries. The Government of the Federal Republic will further intensify its present efforts and satisfy to the extent of its possibilities proposals made by the Government of India in this regard, including the provision of technical experts, scholarships for higher studies and placements for training in Germany. In view of the special interest they take in fostering such co-operation the two Governments agree to hold advanced consultation on priorities for projects to be included in annual programmes of technical co-operation. Further, in order to facilitate this co-operation the two parties will endeavour to conclude a general arrangement to serve as a basis for detailed technical co-operation between them.

6. Having regard to the difficulties experienced by Indian exporters in utilising the possibilities of the German market, the Federal Republic will be prepared to extend facilities and assistance to Indian export promotion organisations, more especially along the following lines:

(i) provision of technical advice on market intelligence with the aid of German technical assistance funds;

(ii) facilitating the exchange of visits by Indian and German experts with a view to furthering the prospects for Indian commodities and facilitating collaboration in industrial undertakings producing goods in India for the export market;

(iii) promoting contacts with dress designers, stylists and fashion experts, so that Indian products are adapted to German tastes and designs;

(iv) providing training for Indian executives in business administration and related fields of activity.

7. The two parties recognise the important contribution to the development of closer economic and commercial co-operation between the two countries, made by technical training of Indian personnel in German Technological Institutions and Industrial Organisations. The German representatives affirm the resolve of the competent German authorities to encourage Indian technicians to receive their training in Germany to the maximum extent possible and to take appropriate steps for facilitating the placement of such technicians in German institutions and firms. The two delegations note that the projected expansion of small and medium scale industries in India, will provide significant scope for co-operative endeavour in this field.

8. It has been agreed that the Governments of the Federal Republic of Germany and India will consult each other from time to time with a view to securing effective implementation of the foregoing understanding. To this end, a Commission consisting of representatives of the two Governments shall meet on request of either party at a time and place to be agreed upon. The Commission shall endeavour to take such steps as may be necessary and possible to expand trade between the two countries and facilitate the development of fruitful co-operation between trade and industrial organisations on either side.

9. This Protocol comes into effect from the date of signature and shall be deemed to be a part of the Indo-German Trade Agreement dated 31st March, 1955. With reference to Article X thereof, this Protocol shall also apply to Land Berlin unless a contrary declaration

to the Indian Government is made by the Government of the Federal Republic within three months of the date of signature.

Done in duplicate in Bonn on the Thirtieth day of October, 1959, in the German and English languages, both texts being equally authentic. In case of doubt the English text will be taken for reference.

For the Government of the Federal Republic of Germany.

For the Government of India.

Annexure

Quotas for the Import of Indian goods into the Federal Republic of Germany.

I	Cotton textile fabrics	
	(a) Cotton piece goods unbleached grey	In terms of decisions to be reached at the first meeting of the Commission referred to in para 8 of the Protocol.
	(b) Cotton furnishings and towelling etc.	
	(c) Finished cotton fabrics, excluding furnishings, towelling and towels.	
	(d) Finished cotton furnishings and towelling including towels.	
	(e) Cotton blankets	
II	Staple fibre fabrics (greys)	-do-
III	Sewing Machines	-do-
IV	Other hand made products	-do-
V	Coir manufactures	-do-
VI	Handloom fabrics of Cotton, Silk, Wool or mixed yarn or Art Silk.	-do-
VII	Hand made shawls of Silk	-do-
VIII	Vegetable oils processed or hydrogenated for human consumption.	In terms of decisions to be reached at the first meeting of the Commission referred to in para 8 of the Protocol.
IX	Canned tropical fruits	DM 1 million
X	Canned vegetables & canned fruits	Global quota
XI	Roasted and salted Cashewnuts, groundnuts, Almonds and mixtures thereof, packed in tins or other containers less than 5 kg.	DM 500,000.--

Note: It is understood that Carpets, Carpeting, rugs, matting (tariff No. 5801 & 5802, except Woven coir products - tariff No. 5802-75), Cotton carpets, Shawls (except those of Silk) whether hand made or machine made, hand made embroidery, in pieces, strips or in motifs (5801-01) are already liberalized.

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In the event anyone at the exhibition desires to order out the goods he should be able to get all the information as regards price, time of delivery, quantities etc. at the spot or at least immediately after the exhibition is over, by correspondence.

If we are able to put up our show properly taking into consideration all the small details necessary to close a transaction on the spot I am sure it will make the future work easier and we can count upon success of the undertaking without any hesitation.

I just now visited a textile exhibition of Northgermany and Scandinavian countries, held in Hamburg. Here I came across many handicraft articles as they are produced in these countries or imported, and as I learned very substantial business was transacted on all these stands.

INDIAN HANDICRAFT (a short note)

This subject of a permanent exhibition for Handicraft as well as for all the Indian raw material that is wanted by the Continental industry has been under discussion since October, 1954. Since then good many meetings and conferences have taken place, and according to my information this subject was also discussed often by the Commerce Ministry in India.

I had written a small note on this subject giving all the details of the working of this permanent exhibition, which was afterwards passed on to Mrs. Chattopadhyaya, the President of the Handicraft's Board by our Ambassador in Bonn. I was then called to Delhi in the beginning of 1956 for discussion. This time it was the Production Ministry and not the Commerce Ministry that was going to handle this subject, and hence the previous proposals of maintaining a show room at the cost of the Government and also stocks in the Free Port of Hamburg to the tune of 1 million rupees had to be reconsidered, as the Production Ministry was not supposed to do the trade dealings.

It was decided at the meetings with the Handicraft Board that Messrs. Bertram & Co. should meet the expenses of the show room and the Handicraft Board will give him all the other facilities including a stocklot to the tune of Rps. 200.000,--. This proposal was sent by me to Mr. Bertram for his acceptance to which he agreed. I informed the Handicraft Board accordingly and waited for their decision.

In January this year I was again called to Delhi for discussion, as by now the whole problem had been decided and there was only the question of talking about details. Accordingly I met Mr. L. C. Jain, the Secretary of the Handicraft Board. I had several conferences with him. Unfortunately this time we had again to make some changes in the proposals as put forward in the beginning of last year. It was decided then that the Handicraft Board will participate in the Munich Handicraft Exhibition under my guidance and then the same exhibition should be transferred to Hamburg where it could be shown and then serve as initial stock of the permanent show room, which was to be opened there.

It was also considered that private enterprise should be taken into confidence for the supply of the right kind of material, which the expected buyers would like to purchase on large scale after seeing this exhibition in Hamburg, and the Government should help these private manufacturers or exporters with certain facilities regarding financing of the stocks which they might maintain here for ready delivery.

Having waited in India till April of this year to see that the material required for the Munich Exhibition was shipped, I left for Europe on the 9th April without any definite information regarding the despatch of the goods intended for the Munich Exhibition.

Later in May, I got a letter from the Handicraft Board informing me that it was finally decided to participate in the Munich Exhibition and I should go and see the exhibition stand when the same is opened in Munich. Unfortunately I could not attend the Munich Exhibition but learned later that the exhibits were quite nice and the whole show was a success. I was then informed by Dr. Chablani, the Commercial Counsellor in Bonn that he together with Mrs. Shiva Rao, Vice President of the Handicraft Board, and Mr. Patel, the Council General in Hamburg, had talks with Mr. Bertram on the subject. With these talks they had completely cut off all the previous efforts to build up a model Sales Organisation for Handicraft and other products in the Continental market. When I expressed my views, which were not in conformity with the arrangements arrived at, Mr. Chablani seemed to be a bit annoyed.

As this subject had been so very thoroughly discussed many times and as a matter of fact definite decisions were already taken in New Delhi to implement the same, I for myself could not understand why there should be a new meeting and new discussions on this subject. I fail to understand the great idea behind this meeting, for which Mrs. Shiva Rao had to come from America, all the way to Hamburg, if it was only to ask Mr. Bertram or someone else to purchase Indian Handicraft on their own risks and responsibility and try to popularize same. Private enterprise is already doing that in its own way and some handicrafts are finding their way in the German market. The main point when we first started the talks was to intensify these sales on a broader basis by puttingup a representative show room of all the Indian things. A show room that should be in form of a small permanent exhibition where anyone could go and see what all

India produces and has to offer. This show room was not only meant for those in Germany but it was to be a place even for people from Scandinavian countries. With this show room we wanted to create a taste and liking for Indian art and craft. When the public is given the opportunity to see things without any compulsion to purchase, many would pass through these show rooms every day and then purchase whatever they like in the shops in the city which will be purchasing on larger scale from the ready stocks made available to them in Hamburg Free Port.

The proposals ultimately put forward to Messrs. Bertram & Co. today are such as need some discussions and comments. If Messrs. Bertram & Co. were now to purchase the Handicrafts in open market and try to sell it, I fail to understand the rôle that the Handicraft Board will be playing to boost up the trade. What which is being proposed is a thing that even every small manufacturer or dealer is doing today in his own way and in my opinion he is doing it quite well. I have met representatives of these dealers in Europe, going with their trunks full of samples from shop to shop booking small and large orders. I have seen dealers and manufacturers from India offering this handicraft material to interested parties here in a far better manner. They have nice catalogues and pricelists neatly printed. They have nice letter heads on which nice business letters are written. They are accomodating in prices and send their offers cif German port. When one compares these with the loose photo leaflets with hand-written prices ex-godown behind these leaflets, accompanied by an ordinary letter written on a general airmail paper received from the Handicraft Board, as was shown to me, one begins to doubt the business acumen of the organisation behind it and the future of the trade. These leaflets and letters coming from a Government Organisation on which millions are being spent does not create a very favourable impression on any, leave aside the most conservative type of Hamburg business men.

It is now more than three months that the arrangements were discussed with Mr. Bertram and in which time only prices for a few articles have been sent, and that too for such articles for which demand is restricted. The samples for these have not yet arrived. If things were to move in this mannerit will take one year to make any beginning and I wonder if the Hamburg businessmen will be still enthusiastic about it.

In my first Exposé and in my letter to Handicraft Board in February of this year I have tried to give a clear idea of the type of articles that would go and have divided them into three main categories. Anyone wanting to start a selling centre must have the material in suggested ratioto make the enterprise paying. As Handicraft Board has all these detailsin hand it would have been better if the prices and samples would have been sent in accordance with that plan.

The main idea behind the permanent show room in Hamburg was not to create only one shopping centre in this place but that this should be a nucleus of various centres that would be opened in different parts of Germany and on the Continent.at a later stage such as: Düsseldorf, Köln, Frankfurt, München, ien, Kopenhagen, Oslo, Stockholm etc. The Hamburg centre was not to be a competing organisation but a neutral and guiding one helping those interested in starting actual selling centres at the various places stated above. The present proposals limits the activity of Messrs. Bertram & Co. to Hamburg alone by asking his organisation to buy and sell on its own in Hamburg.

The best way of selling any product is by having a representative or representitive organisation, whose duty it is to study the market, to make propaganda, to canvas business, to meet the prospective buyers and to interest them for the products, to book orders, to send reports to the principals, and to do his best to increase the turnover. This representative should not be a buyer and seller himself, as then no reseller will buy from him and his activities would be limited to his own buying and selling capacity. Consequently Messrs. Bertram & Co. would do well to ~~can only~~ act as representatives if handicrafts desire to build up a larger selling organisation on the Continent.

This holds good in case of every other product that India wants to export and desires to get a footing in the Continental market.

R Gaupels

Since writing this note I learnt that the Hand Craft Board has sanctioned a sum of about Rs 20-000 — towards propaganda. I do not know in what form this amount will be paid & in what time at any rate it is a good beginning and a step forward

Hamburg, 9th September, 1957
Ga/IP

56

Some of the Decisions arrived at

1.) Hereafter not the All India Handicraft Board but the sale organization known as Indian Cooperative Union will act as promoters and supplier for Export Trade.

2.) That Mr. Ganpuley will be considered as a member of this Union and will represent it and be instrumental in organizing the business in Europe.

3.) Messrs. Bertram & Co. will be considered as sole representatives of the Union in Germany and will have the first preference for organizing Handicraft sales in other parts of the Continent.

4.) All the business between the Union and Messrs. Bertram & Co. shall be on the basis of principals to principals

5.) The Union will keep at the disposal of Messrs. Bertram & Co. representative samples of all that the Union has to offer and will have to offer free of costs and supply them photos, catalogues and other propaganda material that will help the sales. - These samples remain property of the Union, but will be paid for if and when sold by Messrs. Bertram & Co.

6.) All the samples and pricelists etc. brought by Mr. Jain will be left with Messrs. Bertram & Co.

7.) New samples will follow according to suggestions of Mr. . Bertram and Mr. Ganpuley.

8.) The aim of the Union is to create more interest for Indian Handicraft and help to increase the sales and as such is in no way prejudicial to any other private enterprise wanting to do the same. It should, however, be the effort of the representative of the Union to assimilate in the Union such exporters who are standing outside and want to start business in competition.

9.) The Union will sell to Germany only through Messrs. Bertram & Co. and Messrs. Bertram & Co. will be buying through the Union and with the consent of the Union through any other source.

10.) The Union has decided to participate in the Frankfurt Exhibition next year (separate note on this subject).

Hamburg, 13th September, 1957

57

This is a tentative proposal to push Indian Merchandize and items of Handicrafts in the German market.

1.) Mr. Bertram and his associates - whosoever they may be - are to organize a small limited company as Indian Merchandize Corporation, whose job it will be to import Indian merchandize of all nature and description into Germany, warehouses it, shows and sells it to wholesellers and retail buyers for ultimate sale in ~~stalls~~ Stores and shops.

2.) A similar organisation will be set up in India to export Indian merchandize, examine it before shipment, do the necessary packaging, develop styles and adapt the same to the need of the German market.

3.) The German organization will pay for the goods on their arrival and after they have inspected - if so desired - and found them O.K.

4.) The German organization will extend to their buyers such credit facilities as are the custom in Germany.

5.) The Indian organization will look after the finances involved in the manufacture of goods on that side.

6.) The Indian organization is to export goods on the basis of cost plus small percentage to cover the over heads, say about 5 %.

7.) On receipt of the merchandize the German office will fix the wholesale prices in consultation with the sale people and looking to the market possibilities, But in no case at a level lower than the invoice prices given by the Indian organization, except with the consultation of the Indian organization.

8.) From the sale of the goods such expenses as advertising, sales commissions, staff salaries and warehousing etc. are to be deducted as a first charge. The balance rwemaining as net profit is to be devided between the German and the Indian organizatcn 50 : 50.

The above is just an outline of the idea to promote and develop the Indian merchandize in the German market as two partners instead of between buyer and seller, where there is always a certain amount of pull and push, very naturally ~~naturally~~. In the above proposal the interests will be common, the risks will be same to both and the ~~arguments~~ agreement for the development and adaption of merchandize between the two organizations will be as if between two partners. This will bring effectiveness in the organization and in handling.
This is just a thinking aloud, a very rough sketch and details can be filled in as we come to brass tacks.

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58

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A.C.N Nambiar was brought to Berlin in the year 192; by Shri Virendranath Chattopadhyaya the elder brother of Mrs Sarojini Naidu who happened to be a contemporary of The welknown Sawarkar and was then at the head of the revolutionary group which had worked in war time Germany and were not allowed to go to India. This grou; had formed an office known as Indian Informa tion Büro with their seat in Burgstrasse 22 in Berlin and were helping the Indians and Indian Students who came to Germany after after war for business of study purposes

They received some help from the German foreign office but as a vanquished nation this support was very poor as Germany could not show any sympathy to those who were supposed to be working in the interest of Indian freedom.

At that time Shri Nambiar was in London without any setteled occupation. He came from a good family in Kerala His brother was a professor of History in the Government college Madras. Shri Nambiar was a graduate from Madras University and was married to the youngest sister of Sarojini named Suhashini . This couple arrived in Berlin but had no setteled income and were supposed to be supported by Indian information Büro. We had just then started a Magazine called Indian Trade Review which was sup-posed tofind work for him. He was educated, had a ready witt,a mild and shy person. Both were quite novices in Berlin. Did not know the language of the coutry neither did they make any effort to learn the same. I was their only friend for a long time in Berlin and looked after them and even helped even financialy. Nambiar was shy but his wife was an extrover had a good figure and looked quite interesting in her Sarries It was something quite new in those days of Berlin and she soon made friends particularly in Jewish families of which Phillipsborn was the one. She looked interesting in her India make up was intelligent as all other Sarojinis other brothers and sisters one of whom who became famous in India as a poet was Hirendra chatbopadhyaya the hunsband of Mrs Kamaladevi Chattopadhyaya.

I write this note in connection with the court case ~~against~~ against Mrs Walter in 1967. I have only to state her that instead of supporting my point of view,this Mr. Nambiar took side with Mrs Walter and had not the decency of ~~writing~~ writing to me since the case was decided in my favour.

How my goodness was misused

When I was working in U.P. and I visited Zürich MrA.C.N.Nambiar, the man whom I helped since his arrival to Germany in 1923 and Mrs Walter who had been working with him requested me to help a Jewish gentleman by sending handicraft. That was in the year 1949. Afterthe death of that man Mrs Walter Walter took fancy for those things and started selling and later on opened India Stores I had been helping them in good faith till I returned back fromGermany in 1953 when Mrs Walter gave me two promisors more for the money which she had paid and after wards she would not pay and forced me to go to the courtwhere she lost the case and had to pay the expenses and also to me. Only in that I lost again couple of thousands as the fees etc.This could have been avoided and here Nambiar showed from his black side and so also Mrs Walter and her family

61

Eingegangen: Kl.
Audienzrichteramt Zürich

NDISCHE VOLKSKUNST

India Store

FRAU E. W. WALTER

ZÜRICH 1, RÜDENPLATZ

POSTFACH 226 ZÜRICH 25
TELEPHON (051) 34 55 00
TELEGR.: INDSTOR ZÜRICH

ZÜRICH, 28. December 1963

I owe Mr. N.Ganpuley on my personal account the amount of sfr. 5.450 (fivethousandfourhundredfifty) payable in the course of 1964.

Erna W. Walter

after a court Ce

Money Receive

INDISCHE VOLKSKUNST

India Store

FRAU E W WALTER

ZÜRICH 1 RUDENPLATZ

POSTFACH 226 ZÜRICH 25
TELEPHON (051) 34 55 00
TELEGR INDSTOR ZÜRICH

Eingegangen KI.
Ausländerpolizei Zürich

62 244

ZURICH 28.December 196

J owe to Mr.N.G.Ganguley according to the book-keeping of India Store the sum of

sfrs. Thirteenthousandfifty (13.050.-)

payable in the course of 1964.

INDIA STORE
Mrs. E.W.Walter

Mrs W. Walter

After a Case money Rec
NGG

Meine Stellungnahme zum Klage-Schriftstück

Ich habe nicht die Gründung der Fa. India Stores weder mit Wort noch mit Schrift angeregt.

Ich lernte Frau Walter in den Jahren vor 1930 als Frl Geissler Secretärin meines Freundes Herrn A.C.N.Nambiar in Berlin kennen. Dann kam der politischen Umsturz und die beiden mussten von Berlin fort . Danach traf ich Herr Nambiar des öfters und hörte nur,dass Frl Geissler sich verheiratet hat und als Frau Walter in Zürich wohnt.

Ich war in 1948/49 als Industrie Berater in U.P. Regierung tatig u nd in dieser Eigenschaft bereiste ich Europa zusammen mit dem I-ndustrie Sekretär Herrn Swaminathan um die diversen Industrien zu studieren und Fachleute zu werben. Während dieser Reise kam ich einigemale nach Bern wo ich meinen alten Freund Herrn Nambiar, der als Botschaftsrat fungierte,traf. In dieser Zeit traf ich erstemal Frau Walter zusammen mit Herrn Nambiar. Während der Unterhaltung fragten sie eines Tages ob es möglich wäre etwas Handwerkliches aus Indien zu besorgen um einen judischen Kaufmann, der dort anwesend war geschäftlich zu verhelfen . Ich erzählte dann von U.P. Government Handicrafts wovon ich wusste dass seloige einen guten Ruf genoss.

Nach meiner Rückkehr Anfang 1949 sorgte ich dafür dass eine gute Sortiment der Ware an Frau Walter geschickt wurde. Ich suchte andere Fabrikanten auf die an U.P Handicrafts belieferten und liess auch von diesen kleinere Sortiments an Frau Walter zugehen. Ich bezahlte alle lieferanten in Devisen damit sie keine Exportschwierig keiten hatten

Leider erlag inzwischen der betreffende Bekannte an Herzschlag. Frau Walter aber fand diese Sachen entzückend und entschloss sich selbst damit zu beschäftigen und bemielte die Ware fuer sich. Frau Walter war damals Privat Sekretärin einder Ingenieur Firma aus Denmark tätig, die ihre Büroräume in Bannhofstr 10 hatten. Das Büro war auf vierte oder Fünfte Etage. Hier versuchte Frau Walter zuerst als eine Nebenbeschäftigung diese Sachen unter Bekannten zu verkaufen. Es schien gut zu gehen. Sie fasste Mut und mietete auf demselben Stockwerk einen segaraten Raum wo sie die Handicraft Sachen ausstell te. Die wenigen Sachen die sie bis dahin aus Lucknow bekommen hatte waren zu wenig und nicht reichhaltig genug an Auswahl für einen Laden und deshalb sollte ich umsehen und etwas mehr besorgen was ich auch tat. Bei dieser Besorgungen habe ich niemals daran gedacht jemals ein Partner in diesem Geschäft zu werden. Ich hatte eine sehr gute Anstellung bei der U.P.Regierung . Eines Tages als ich wieder einmal in Zürich war zeigte mir Frau Walter stolz den Schild " India Stores" über die Für Ihres Verkaufsraums, welchen ihre Freundin für sie entworfen und gemalt hatte.

Die Herren in Bern der Botschafter Dhirubhai Desai und Botschaftsrat Herr A.C.N.Nambiar wollten sich als Handelattachee in Bern haben. Es dauerte nicht lange und der Botschafter Desai erschien in März 1949 in Delhi und erwirkte bei der Zentral Regierung, dass ich, selbst verständlich mit meiner Einwilligung, aus dem U.P.Regierungs -dienst herausgenommen wurde um als Handelsattachee nach Bern geschickt zu werden. Inzwischen wurde diese stelle durch einen andern besetzt und ich hatte die Auswahl entweder nach Deutschland oder Prag zu gehen und schliesslich kam ich in Juni als Handelsattachee in Prag an. Meine dortige Arbeit wurde von dem Botschafter M.Nagnavi

sehr gelobt aber als ein Berufskaufmann vertrug ich mit dem bürokratischen Behörden apparat nicht und musste die Stellung in Prag schon Anfang 1950 aufgeben obgleich ich das Anrecht auf drei Jahre hatte

Nachdem ich Prag verliess machte ich in Zürich Station und hoffte dort etwas anzufangen. Wohlgemerkt, trotz der besten Freundschaft nicht mit India Stores. Herr Nambiar brachte mich mit einem gewissen Herrn Bollag zusammen der von die besten Verbindungen sprach in Tödistrasse eine grosse Etagenwohnung mietete und wollte grosse Geschäfte mit Indien machen. In Februar 1950 bin ich nach Indien geflogen um mich bei der Regierung abzumelden und für das neue Geschäft Verbindungen anzuknüpfen. Ich kam in Mai nach Zürich wieder zurück. Ich nahm meine Tätigkeit in Tödistrasse auf musste aber in kürzester Zeit feststellen dass Herr Bollag ein Schwätzer und betrüger gewesen ist. Schon in ein paar Monaten verschwand er von der Bildfläche und hinterliess Schulden . Dabei habe ich ebenfalls etwas eingebüsst. Dann verbrachte ich ein paar Monate bei einem Freund in Tessin und anschliessend nach Deutschland zu meiner Firma Ganpuley & Co in Hamburg.

Ich bin leider gezwungen diese kurze Geschichte meines Lebens hier zu schreiben um mein durch Frau Walter bewusst beschmutztes Bild zu reinigen. Es ist ebenfalls eine Anmassung von Frau Walter hier aufzugeben dass ich ein Partner in ihrer Firma sein wollte die noch keine Firma in dem Sinne bis Ende 1950 war. Ferner war sie zwar eine gute, kluge, tüchtige Sekretärin bei einer Firma aber längst keine Partnerin für mich der als Industrieberater bei einer Regierung und vor Kurzem als Handelsattachee gewirkt hat.

In der Zeit wo ich in Zürich weilte und keinen festen Wohnsitz hatte habe ich mit Erlaubnis von Frau Walter meine Anschrift als India Stores auf meinem Briefbogen aufgedruckt. Sogar auch in Indien bis vor Kurzem hatte ich India Stores unten auf meinem Briefbogen aufgedruckt genabt. Diese diente nur als propaganda fuer India Stores. Sehr viele fragten bei mir über India Stores denen ich dieses Geschäft sehr warm empfohlen habe. Zum Beispiel habe ich Konsul Francini aus Peru mit dem ich in Prag sehr befreundet war zu Frau Walter hingeschickt. Frau Walter hatte durch diese Empfehlung tausende von Franken in Granatstein Geschäft verdient. Hoffentlich hat Frau Walter diese Geschäfte richtig gebucht.

Paul Tesco war ebenfalls einen Freund von mir. Er war zu der Zeit wo ich in U.P. war,betätigte er als berater der Kleinindustrie und Handicraft bei der Regierung. Später hat er India Stores nachgemacht und durch seine Tüchtigkeit, umsicht und Geschäftssinn hat es soweit gebracht dass durch Verkauf von noch schlechteren Sachen, wie Frau Walter es selbst erzählt, heute fünf Handicraft Läden in London laufen und sogar eins in Zürich unweit von Frau Walter wie sie mir schreibt.

Ich musste auch bei der Bankhaus Leu & Co nur die Adresse von India Stores aufgeben als die einzigen Freunde die ich in Zürich kannte aber deswegen bin ich kein Partner der Firma India Stores geworden.

Seite 3 ab letzten Paragraph bis vorletzten § der Seite 4 :

Hier ist ein Beispiel der fantastischen Vorstellung einer Frau über eine Partnerschaft diese abnormale grenzt. Nach Frau Walter soll der sogenannte Partner sich bereit erklärt haben für sie Indien zu bereisen, waren auszusuchen die Frau Walter über Qualität und Verkäuflichkeit befriedigen wovon sie selbst aber keine Ahnung hatte,Geschmack

der schweizerischen Markt anzupassen worüber sie selbst nichts wusste, Einkauf besorgen, eingekauften Waren zu bezahlen, warten bis die Waren verkauft sind, Verlustrisiko der nicht verkauften Waren zu tragen und alles für eine Provision von 5% die entsprechend in Wolken geschrieben bleibt. Frau Walter scheut sich nicht zu sagen dass dieser Art Kapital Einsatz des Partners sollte das fehlende Kapital für Frau Walter darstellen .

Könnte je einer auch kaufmanisch ungeschulter Mensch mit dieser Art Partnerschafts Vorschlag einverstanden erklären ? Aber die Behauptung von Frau Walter dass ich als ein versierter Kaufmann, Gründer der Firma Ganpuley und Co in 1925 die heute in Hamburg arbeitet, Vertreter namhaften deutschen Firmen und indischen Fabrikanten vor dem Kriege, als Industrie Berater und Handelattachee zu der Zeit wo Frau Walter mit mir in Verbindung trat, soll es getan haben mag ein Witz für den Biertisch sein aber nicht für das hohe Gericht

Ich musste nur wissen wann Frau Walter mir diese sogenannte Partnerschaft aufgetragen die nur mit Verlusten und Lasten erschwert ist und wann hat sie diese mir weggenommen. Vielleicht dass hat sie sich schon ausgemalt. Diese sind sehr gute Wünschträume von Frau Walter aber sie wird nie im Leben einen solchen Dummen finden der alle Verluste und lasten trägt damit Frau Walter nur die Gewinne angefangen von 20 bis 100% in die Tasche stecken und ihre Hobbies der Raten und Laiben futtern nachgehen konnte. Falls gewünscht kann ich sehr viel darüber erzählen.

Der letzte Aufsatz Seite 4 : Dieser Satz beweist dass die Ware nicht mehr mir gehörte. Sie über diese Ware frei verfügen konnte und auch ohne meines Wissens mit dem Lieferanten vernandeln und die unerwünschte Ware wieder zurücksenden. Ich hatte alle Lieferanten mit Frau Walter in Kontakt gebracht. Wie Herr Gupta jee von Bharat Kala Kendra der auch heute Millionen Wert an derselben Art Waren noch heute exportiert bei Frau Walter war, so war auch Herr Nadneylal der Firma Gem Palace der mit seinen Waren Chikagoer Ausstellung besuchte und überall in Europa seine Waren verkauft, bei Frau Walter.

Seite 5 § 2 Der erste Satz :

Nicht beginnend von 1949 bis 1953 sondern sondern beginnend von 1949 bis 20,10.1950 und nur eine Position in 1953.

Über die Position unter Binar Industries Patna habe ich Folgendes zu berichten. Wie gesagt nachdem ich in August/Septemober 1950 die Schweiz verliess war ich die ganze Zeit in Deutschland ausser 6 Monaten in Genf wo ich ebenfalls versuchte ein Geschaeft für mich aufzubauen. Ende 1952 war ich für eine kurze Zeit in Indien und wohnte bei meinem Freund Herr B.B. Diwakar der Governor von Bihar war. Ich traf dort alle Minister u.a. Herr Maheshi Prasad Gupta Handel und Industrie Minister . Wir sprachen von Handikraft Verkauf und er Versprach den Export nach der Schweiz zu unterstützen . Ich hatte sehr oft Frau Walter gebeten gehabt nach Indien zu kommen und selbst die

Waren für sich auszusuchen. Sie hat es immer gewollt aber konnte sich nicht entschliessen aber dann sandte ihre Schwester Frau Lu nach Indien und sie kam nach Patna und wohnte ebenfalls bei meinem Freund. Herr Otto Zimmer mein Partner in Ganpuley & Co

Vor dem Kriege und dann ein selbständiger Kaufmann in München dem ich nochmals in Indiengeschäft einführte war auch in Patna um mich zu besuchen. Ich zeigte diesen Freunden die reichliche Auswahl der Bihar Handicraft Industrie die hauptsächlich in Handgewebten Textilien bestand, eingewebt mit indischen Motiven. Die beiden waren begeistert und ich suchte dann ein Sortiment für Frau Walter aus in Gegenwart von Frl Lu und sandte diese Sachen zusammen mit alt Kupfer und Messingwaren die ich für Frau Walter müheselig ausgesucht hatte, wenn ich recht erinnere mitdem selben Dampfer mit dem Frl Lu zurückfuhr.

In demselben Jahr veranstaltete Frau Walter mit diesen und andern Waren eine grosse sogenannte Biner Handicraft Ausstellung in ihrem Geschäftsraum in Schoffelgasse 3 . Der seinerzeitige Botschafter in Bern eröffnete diese Ausstellung worüber Frau Walter sehr Stolz war Sie hat sehr schöne Bilder davon.

Alle Positionen von 3a - k erwähnt auf die Seite 5 sind von den betreffenden Lieferanten faktiriert und ausser die Position k auch abgeschickt. Ich habe nur das Geld für Frau Walter ausgelegt und konnte deshalb als Darlehn betrachtet werden.

Alle positionen waren erstklassige und doch billge artikel Die Waren von Guptajee Bharat Kala Kendra hatte ich sogar durch den damaligen Handels- schweizerischen Handelsattachee den ich als kollege kannte begutachten lassen bevor sie abgeschickt wurden Guptajee macht heute noch millionen Geschäfte in diese und andern Handicraft Sachen mit andern Laändern und war auch bei Frau Walter Dasselbe mit Gem Palace. Fraux Walter wollte erneut von dieser Scientific Dying Lucknow waren kaufen aber diese kleine Firmen koennen selbstständig keine Export Geschäft machen, da sie nicht mal englische Korrespondenz führen können.

Der letzte Satz edite 5 unter § 3 Wenn alle diese Waren oder auch ein Teil davon nach Angabe von Frau Walter auf Lager liegen sollte zeigt nur die unfähigkeit und die fehlende Umsicht der betreffenden.

Seite 6 Absatz 2. Ich hatte keine Abmachung für irgendwelche Sonaden. Jedesmal wann ich nach Zürich kam erzählte mir Frau Walter von einem guten Geschäftsgang. In diesem Laden war musste auch noch der Fall sein eine Boeneme Wirtschaft. Ueberall lag Zigaretten Asche, Hundehaare, Essenreste auch die Tauben gurrten herum aber es ging mir garnicht an wenn die Ware dadurch schmutzig wurde.

Frau Walter hatte sich reichlich überall eingekauft gehabt und musste die waren prompt bezahlen wie die Banken der Lieferanten anforderten. Sie konnte mir deshalb meine Auslagen nicht bezahlen und als ein guter Freund der nicht in Geldnot war habe ich nie darum gedrängt. Frau Walter hat mir immer versprochen zu zahlen Als Frau Walter selbst ansah, dass mein Geld bei ihr brach liegt hat sie mir von sich aus den Vorschlag gemacht das Geld mit 5% zu verzinsen. Es war mir gleich ob ich das Geld in Bank deponiere oder Frau Walter damit arbeitete. Frau Walter gab mir ein Schuldschein und aufdiesem Bogen Papier berechneten wir jährlich den Zinsen und wenn ich etwas Geld für mein Gebrauch bekam dann wurde diesen Betrag davon abgezogen. Die Zinsen und Zinszinsen vermehrten sich von Jahr zu Jahr, und Ende 1963 war die Gesamt Summe SFR 18500. Diese wurde dann Frau Walter unter Zwei Schuh Seite 6 paragraph 6 Schein eingekilt -

Ich hatte meinHauptsitz fuer längere Zeit in München und ab 1957 in Hamburg. Ich reiste Geschäftlich des ofters nach Indien

und blieb auf Wunsch meiner Freunde ein paar Tage in Zürich. Ich logierte bei der Familie Walter nicht weil ich mein Hotel nicht bezahlen konnte sondern weilt die Freunde mich darum baten um beim Essen und Spiel zusammen sein zu können. Ich habe auch des oftere in Hotel in der nähe gewohnt.
Ich musste nur wissen was für ein Privatkonto Frau Walter für mich eingerichtet hat und was waren diese 5% mit dem sie das besagte Konto abspeiste, obgleich nach ihrer Meinung die Warenforderungen schon verjährt waren. Frau Walter konnte unmöglich mein Aufenthalt in Europa mit diesem Konto bezahlt haben. Ich war von 1922 bis ende 1963 ständig in Deutschland ausser der Zeit wo ich in Indien weilte oder nachdem Kriege bei Regierung tätig war. Ich hatte ein gut gehendes export Import Geschäft und nur in Schweiz nahm ich von Frau Walter etwas Geld sonst ich gar kein Geld von Frau Walter bekommen hätte. Kurzum ist diese eine Unwahrheit dass ich für mein Emropa Aufenthalt Geld von Walter genommen habe.

Anstatt disen Umweg über den tatbestand zu machen und versuchen die Wahrheit zu vermeimlichen warum gibt nicht Frau Walter zu dass sie mir 5% Zinsen lückenlos bis zum Jahre 1963 nicht bezahlt sondern in berechnet und daraus mir von Fall zu fall etwas bezahlt hat Auch die ersten zwei saetze auf Seite 7 sind dumme versuche die Wahrheit umzugehen. Anbei den Brief von Frau Walter vom 8.10 65 dass sie die Zinsen privat traegt und die Ware separat bezahlen wird

Brief 23 Sept 65 Schreibt Frau Walter dass sie nicht nur Sfr 5000.-- sondern Sfr 7000.- an Zinsen von jahren 64 und 65 bei der Bank zahlen wird
Brief Mai 1965 auch sagt über persönliche monatliche Abzahlung.

Seite 3 § 5 Der Gedanke die Gesamtschuldbetrag von 18500.-- den wir am 28 Dez 1963 erreichten und zusammen rechneten in zwei teilen zu teilen und zwar privat mit Sfr 5450.-- was sie als Zinsen nannte und von sich aus zahlen wollte und Geshäftskonto mit Sfr 13.050 tauchte das erstemal in Frau Walter auf als sie wusste dass ich beabsichtige endgültig nach Indien zu fahren Eigentlich in Happtbuch sollen alle Positionen unter meinem Namen stehen. Frau Walter hatte meine Geldzulagen anerkannt und entsprechend mir das Schuldschein gegebengenabt. Ich kümmerte mich nicht um inre Buchfuehrung nahm die Zwei schuldscheine und zerris die erste Herr Nambiar lag damals Totkrant in Hospital und wir hatten keine Zeit zu diskutieren . Frau Walter gab mir aber in kurz die Erklärung ab in dem sie sagte dass sie tut diese weil vielleicht die Steuer behörde den Zinsen nicht anerkennen werden. Auch eine Sache die mir nicht anging aber mich stützig machte.

Alles was über die Reserve Bank stent ist ein Marchen. Ich habe nicht mit Reserve Bank zu tun und hatte der Bank über keine Rechenschaft abzulegen. Die Waren habe ich in Indien in Devisen bezahlt. Ferner derjenige der die Ware fakturiert und abschickt ist für den Eingang des Geldes verantwortlich, und dafür wartet die Reserve Bank 16 Jahre. Die Geschichte von meiner Rückendeckung vor der Devisen Bank und die Grosszügigkeit der Frau Walter ist eine Fantsaiegebilde. Ich habe nie in meinem Leben etwas ungerechtes getan und nie gebeten und jemanden gebettelt mich zu schutzen Es ist sehr Schmutzig von Frau Walter mich fast als ein betrüger darsustellen und für sich die Würde einer Wohltätering zu beanspru chen .

Ich weiss was ich gegenüber der Reserve Bank zu tun und zu lassen habe

Seite 8 § 6

Ich musste Frau Walter ab August 1964 des ofters schreiben da sie zuerst meine Briefe nich beantwortet hat und mich beschimpfte wann ich h nach langem Warten auf eine Antwort ein Einschreibbrief schrieb Sie hat sogar ein Einschreibbrief von mir absichtlich zurückgenen' lassen. Genau so belanglos für die Sache mein wohnen bei der Familie ist auch ausgesuchter Teil meiner Briefe, dass ich fast um das Geld bettelte. Ich verlangte mein eigenes Geld das sie schon in 1964 auszahlen wollte und erst in Juni 1965 mit kläglich mit Sfr 1000 anfing. Ich habe ihr auchgeschrieben genügend als mein nennen kann aber solange Menschen wie sie mir mein Geld nicht zahlen habe ich nicht.

Seite 9 Wieder die fantastische Grosstuerei und meine Notlage Ich verstehe nicht was die Frau von Federal Reserve Bank redet. Ich bin kein indischer Kaufmann der sein Geld in Indien verdient sondern einer der sein Geld in Ausland verdient hat und stets mit Devisen nach Indien gefahren ist

Dann muss Frau Walter wissen dass man die Waren exportiert um Devisen zu bekommen und nicht Rupees. Ich habe die Zahlung nicht angenommen da ich die Ware nicht fakturiert habe und ferner ist es strafbar von Ausland eine Rupee Zahlung zu empfangen wann heute im Ausland für ein Sfr drei oder sogar vier Rupien in offenem Markt bekomt.

Seite 10 Ich mache die forderung des, für die Ware im Interesse Frau Walter ausgelegten Geldes. Man kann es als Darlehen betrachten oder einen andern Namen geben

Zweitens es war nichts bei mir verjährt Ich habe stets Ihren Schuldschein und Zinsabrechnung bei mir gehabt und die Banken haben die Gelder schon längst von den Betreffenden Lieferanten erhalten

Rechtliches : Ich habe ebenfalls noch nicht das Vertrauen in der Wahrheitsliebe von Frau Walter verloren. Ich habe sie bis heute sehr geachtet und hochgeschätzt aber durch diese Gegenklage hat sie bei mir vieles verloren. Ich bin ein grund korrekter und stets ein hilfbereiter Menschen gewesen. Und alles was ich hier gesagt habe beruht ef Wahrheit.

Seite 11 Wenn in Buchhaltung ein Betrag von Sfr 13050 gebucht ist dann muss der auch richtig sein. Man führt keine doppelte Bücher .Das eine für die Behörde und das andere für sich selbst. Ferner weiss ich nicht worüber Frau Walter sich aufregt. Wann sie Sagen wir mal die Rupee Schuld von Rs 14.121,4 was laut damalige Verrechnungs Kurs Sfr 13.050 sein konnte, und wenn sie heute Sfr 13 050 zahlt zahlt sie nichts mehr.

Zuletzt musste ich nochmals betonen dass die mir am 28 Dez 1963 ausgehändigten Schuldscheine nur die erneuerung des alten Schuldscheins waren die von mir in guten glauben acceptiert wurden dass selbigen von Frau Walter anstandslos honoriert werden.

Indien braucht Deviseh auch wenn die Ware in Rupee fakturiert werden sollte. Seit Rupee Entwertung ist es ganezlich aus geschlossen eine Zahlung in Rupees entgegen zunehmen

Zurueck zu Seite 3 : Er bezeichnete sich Dritten gegenueber als an India Stores Zuerich Mitbeteiligt : Wie schon vorher geschrieben hat es fuer mich nicht noetig gehabt mit Fremden Federn zu schmuecken aber fast jedesmal wenn ich nach Zuerich kam und imLaden waroder mit ihr herumging mir der Kundschft oder Freunden vorzustellen und sich damit zu renomieren einen echten Inder als mitwrikende bei sich zu haben. Ih hatte nichts dagegen.wenn dadurch ihre Prestige steigte.

Zuletzt bitte ich nur um Vernunft gekoppelt mit Wahrheitssinn Ich habe Frau Walter geholfen diesen Geschaeft zu starten womit sie bis heute nur verdient hat. Wenn ich gewusst haette dass letzten Endes die Zahlung meines Geldes was fuer Frau Walter als ein Platform bildete, mit nur winzigen 5% Zinsen mir streitig gemacht wird dann haette ich als Kaufmann das Geld anderweitig anlegen koennen mit viel bessern Verdienstmoeglichkeit Ich moechte fuer meine Gutmutigkeit nicht mit derartigen verdrehten Ansichten bestarft werden.

Frau Walter weiss dass ich bin einervon den wenigen gewesen der sich ueber das Vorwaerts-kommen des Geschaeftes aufrichtig gefreut hat und darueber stets lobend sprech ohne irgendwelche Vorteile fuer mich zu nehmen.Die Familie Dr Hamied werden es besser bestaetigen.

Frau Walter soll mit ihrer durch fragwurdigen indischen Geschäfteleute erworbene Kenntnisse der Reserve Bank nicht versuchen mich unter Druck zu setzen. Ic mache keine Schmuggel Geschaefte oder Unterhand Geschaefte sodass ich angst vor Reserve Bank haben soll. Ich kann das Geld bei reserve Bank dann melden und Frau Walter mir es in Sfr bezahlt hat und das ist nicht wegen der Waren sondern diese sind einige von meiner auslands Geldschulden die ich fuer mein Land einkassieren muss.

Ich habe lange darauf gewartet und die letzten zwei und halb Jahren waren die schlimmsten weil Frau Walter weigerte mir meine Briefe zu beantwroten. Je ich muesste fuer mein Geld richtig bitten und betteln. Ich bestehe nur auf mein Recht die mir laut Schuldscheine zustehende Summe zu erhalten. Ich habe die grosszuegigen Geste von Frau Walter nicht noetig. Frau Walter soll sich nicht als ein unschuldiges Lamm dahin stellen und mich als ein gieriger Wolf vor dem es geschutzt sein moechte Leider sitze ich weit weg sonst waere die Sache nicht soweit gekommen

Ich trage nicht nach aber man soll mich fuer diesen kleinen Betrag nicht als betrueger und hochstapler zu stempeln versuche Ich habe mein ganzes vermoegen inklusiv diesen Betrag einem T.B.Sahatorium und Krankenhaus vermacht und wenn ich heute diese Sache ausfechten moechte denn geschieht es im Dienste einem guten Werker.

Bangalore den 12 Sept 1966 N.Ganpuley

76

DR. JUR. HUGO JEKER ZÜRICH 1
RECHTSANWALT

Herrn
N. G a n p u l e y
c/o I. Mayer & Co.
Mittelkamp 16
D-2000 Hamburg 70

Telefon 23 47 00
Postcheck 80-24643
Telegramm-Adresse JEKERJUR

8001 ZÜRICH, 4. September 1967 J/m
Nüschelerstrasse 22 / Pelikanstrasse

Sehr geehrter Herr Ganpuley,

Ich bestätige Ihnen den Empfang Ihrer beider Schreiben vom 17. Juli und 26. pto. in der Angelegenheit Frau Walter. Ich gestatte mir, Ihnen beiliegend meine Honorar- und Spesenrechnung zu übermachen. Frau Walter hat bis heute bezahlt

Fr. 1.550.-- am 2. August ac.
Fr. 1.550.-- am 1. September ac.

Fr. 3.100.-- abzüglich
Fr. 1.520.80 meine Rechnung vom 4. September ac.

Fr. 1.579.20 Saldo zu Ihren Gunsten, den ich heute auf Ihr Konto bei der Bank Leu & Co. AG überwiesen habe.

Ich hoffe gerne, Ihnen damit gedient zu haben und bitte Sie noch um Mitteilung, wohin ich Ihnen Ihre Akten senden soll.

Mit vorzüglicher Hochachtung

Beilage erwähnt

71

INDIA TRADE CENTRE

Telegram - INDTRACENT
Telephone - 334774
332227

33, Kaiserstraße
Frankfurt/Main

D(O)4-ii/59

Dated 6, Jan. 1960

Dear Mr. Ganpuley,

I have pleasure to enclose for your information a copy of the minutes of the special meeting of the Hamburg Advisory Committee held on 15th December, 1959, at the Overseas Club, Hamburg.

Yours sincerely,

(R.N. Philips)

Mr. Ganpuley,
Ganpuley and Co.,
Hamburg -Wandsbek.

Max
Herr/Schwabe
Co C.O. Wilhelm Thanig
Sea View Club
Colombo 3

A meeting of the Hamburg Advisory Committee of the India Trade Centre was held in the Overseas Club, Hamburg, at 11 A.M. on Tuesday the 15th December, 1959. The following were present :-

Mr. Hans E.B. Kruse
Dr. K. Blomeyer
Mr. W. von Pochhammer
Mr. Mortimar von Belling
Mr. N. Ganpuley
Mr. G. Waldow
Mr. W. Pinkernelle
Mr. Carl Elerbrock
Mr. Otto Bertram
Mr. C.R. Rasmuss
Prof. Frau Maria May
Mr. R.D. Sathe
Mr. K.H. Udeshi
Mr. R.N. Philips.

Mr. Kruse was again elected Chairman of the Session.

2. Opening the meeting Shri Philips explained that this was not a regular meeting of the Advisory Committee, but a special meeting called to discuss the various clauses of the protocol signed between the Indian Delegation led by Shri K.B. Lall and the German Delegation. A copy of the protocol had already been forwarded to all the members along with the notice for the meeting. Mr. Philips also circulated a questionnaire that he had prepared and which may form the basis for discussions on the various points of the protocol. Shri Ganpuley had also prepared a note on the Protocol copies of which were distributed to all members.

3. Shri Philips stated that as far as the preparation of the climate was concerned, the ITC. had already contacted various industrialists and importers specifically in ores, leather, carpets, handlooms, textiles, etc. These contacts would be continued and expanded where necessary. Shri Sathe stated that the Consul General was working more or less on the same lines as the ITC. In addition, they were also looking after tea. Dr. Blomeyer informed the meeting that he had already contacted Shri Philips and they had long discussions especially about ores and about other problems. He had also arranged introductions for Mr. Philips for ore interests in Dusseldorf.

4. Mr. Kruse stated that this was very difficult work and the items had to be carefully selected. It was possible to contact the big people individually and to find out the reasons why some Indian goods were not being bought. Generally it would be found that it is the price and the difficult supply and shipping position that stand in the way.

p.t.o.

5. Mr. Bertram stated that for all commodities there were organised markets and it was better to get in touch with the regular channels rather than the casual visits. Nothing should be done to upset the traditional pattern of the market.

6. Mr. Kruse suggested that the ITC should contact the various organisations of commodity interests rather than individual importers or agents. We must ask them to study the problems of their individual commodities and to give their porposals for the increase and their reasons for th present situation.

7. Shri Philips stated that the ITC was very careful n to disturb the traditional market channels but he pointed out that the individual businessman was not subject to control and sometimes did approach the smaller parties in the interior. The ITC and the Consul General however advi all Indian businessmen to stick to traditional channels: and whenever they received enquiries from India, they gave to the interested Indian parties the lists of importers only. However they would be glad to receive uptodate lists from various commodity groups, chambers and banks. Mr. Kruse suggested that respective commercial organisations should provide not only lists of importers but also other market knowledge about a particular commodity.

8. After this there was some discussion about the various items mentioned in the Annexure to the Protocol and Shri Philips explained that these specific items were mentioned only because they were under quota restrictions from German side. Of cource, there were many other items in which India was interested, but they were not mentioned as their imports into Germany are fre ly allowed.

9. Mr. Ellerbrock pointed out that as far as tea was concerned it was his experience that many of the Indian export organisations were not properly equipped and organised and did not make their offers in the way required by Germany. He also pointed out that in his opinion the tea propaganda done in Germany does not seem to yield good results and that this should be done in some other way. Shri Sathe replied that this matter was being carefully gone into and would probably be discussed in the next meeting of the "Tea Büro" in December.

10. Mr. Bertram suggested that the ITC and the other Indian Organisations should give the names not only of the importers but also of the agents. Mr. Rasmuss also agreed that the agents were very important in import transactions of many commodities. Shri Philips stated that the ITC would be glad to receive from the various organisations the lists of agents as well as the list of importers.

11. Mr. Waldow and Mr. Rasmuss pointed out that there seemed to be good prospects for Sylmenite and Ilmenite from India. The possibilities of these should perhaps be investigated.

12. The discussion then moved to the problem of selection of industries which could cooperate in India and Germany. Mr. von Belling stated that the important question is what articles India could offer to Germany specially in semi-finished goods. We should have this information in front of us. Mr. Kruse said that as far as textiles were concerned the processing of Indian grey textiles in Germany had been tried many a times by many firms but it had been found that the quality and prices were not usually right and that is why the trade had not developed. He stated that the Bundesverband industry should study all other itmes possible for cooperation.

13. On the question of textiles Prof. Frau Maria May stated she had seen the Indian Handloom Textiles as well as the Indian mill made textile during her visit to India. As far as the handlooms were concerned designs and colours were good but delivery position bad. As far as the mills were concerned, with a very few exceptions, the designs were not at all impressive.

14. The discussion then moved to the subjectof various projects and forming of groups. Shri Philips explained Mr. Lall's views on the matter and asked whether any members of the Committe had any ideas to offer. Mr. Pinkernelle stated that he was strongly against link trade because it interfered with regular trade. These people would import Indian commodities just for the sake of exporting their own commodities and so would be found to sell the imported Indian products at a discount and there by upset the regular markets for the goods. Mr. Kruse agreed with the above view and stated that the arrangements should be called barter deals and not link deals. In his opinion, the majority of the German businessmen would be against such a method. Mr. von Belling stated that they had already effected many introductions and then it was upto the parties concerned to finalise the details of the link deals.

15. The problem of what experts for market research should be asked for was then taken up. Mr. von Belling suggested that the best method may be to get established brokers in various lines to do an independent market research and submit the report. These brokers could be compensated by the German Government according to the arrangements in the protocol.

16. Mr. Bertram offered that if the ITC would request

the Warenverein to provide an expert, the organisation would nomitate such an expert and he will prepare the necessary report. It would perhaps be worth-while to request all other commodities organisations to do the same thing. Dr. Blomeyer was requested to coordinate this work.

17. The last item taken up was the type of executives that should be sent from India for training to Germany. Mr. Ellerbrock pointed out that his organisation has offered to train again and again for the tea trade in his organisation. However, so far nobody had come. He would welcome such trainess in his organisation.

18. Summing up, Mr. Kruse stated that the efforts should be for joint cooperation with various commodity import and trade organisations rather than individuals. Shri Philips then thanked the Chairman and all the members for their kind cooperation in making it convenient to be present at the meeting and offering consturctive suggestions. The meeting was then adjourned.

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76

INDIA TRADE CENTRE

Telegram - INDTRACENT
Telephone - 334774
332227

33, Kaiserstraße
Frankfurt / Main

Confidential

Dated 16th October, 1959

Re: 2817/

Dear Mr. Ganpuley,

I acknowledge with thanks your letter of the 15th of October, 1959, and the encouraging words you have always been pleased to give in respect of my difficult task.

I have now gone very carefully through the note you had circulated at the inaugural meeting and I find that, apart from the very useful suggestions you have given, your advice of export promotion and mine are more or less on the same lines. I shall try, in due course, to put into effect your suggestions given in that note as well as in the enclosure to your letter under reply.

On the question of opening a small office in Hamburg I am in entire agreement with you. Unfortunately, the Ambassador is somewhat opposed to the idea of India Trade Centre opening a branch office in Hamburg. He thinks that the Consulate which has already been doing this work should be adequate to help the Centre with the work that we expect out of a branch office. So long as the Ambassador holds this view it will be difficult for me to actively pursue this question. I do hope you appreciate the position.

Looking forward to the pleasure of having continued assistance from you and with my kindest regards, I remain

Yours Sincerely,

R. N. Philips

Mr. N. GANPULEY
I. Mayer & Co.
Import - Export
Hamburg-Wandsbek
Königstr. 3

INDIA TRADE CENTRE

Telegram - INDTRACENT
Telephone - 334774
332227

33, Kaiserstraße
Frankfurt/Main

Dated

D(D)4-11/59 23rd November, 59.

Dear Mr. Ganpuley,

You are no doubt aware that a high level Trade Delegation from India led by His Excellency Shri K.B. Lall visited Germany during the last week of October and held important discussions with the Federal Government and representatives of trade and industry in Germany. As a result of the discussions with the delegation representing the Federal Government certain conclusions were reached and an agreement (Protocol) was signed by the leaders of the two delegations. I enclose for your information a copy of the Protocol.

2. A perusal of the Protocol will show that if advantage is to be taken of the gains listed inthe Protocol under various clauses, it is essential to take certain follow up work for converting the gains into practical results. His Excellency Shri K.B. Lall and H.E. the Indian Ambassador will be grateful to have your views on the practical aspects of the Protocol and the extent to which the assistance of the Advisory Committee for Hamburg, could be enlisted for this purpose.

3. Accordingly, in consultation with Mr. Kruse, the Chairman of the Advisory Committee, it has been decided to call a meeting of the Hamburg Advisory Committee at 11 A.M. on Tuesday the 15th December, 1959. at the Overseas Club, Hamburg, for discussing matters arising out of the Protocol. The meeting will be followed by a lunch to be given by the Director, India Trade Centre at the Overseas Club to which you are cordially invited.

4. I would be grateful if you would kindly arrange to make it convenient to attend the meeting and the lunch.

With regards,

Yours sincerely,

(R.N. Philips)

Mr. Ganpuley,
Ganpuley & Co.,
Hamburg.

Grams · "CRAFTIND"

78

GOVERNMENT OF INDIA
MINISTRY OF PRODUCTION
ALL INDIA HANDICRAFTS BOARD,
JAN PATH (A) BARRACKS,

Dated New Delhi-1 the ... 3rd. February., *1957.*

D. O. No .. ..

My dear Shri Diwakar,

Thank you for your kind letter. As I was away on tour, I only saw the latter just now.

The proposal for setting up a wholesale depot in Hamburg has been finalised and the Ministry's sanction obtained. For the purpose, the Handicrafts Board works with the Ministry of Commerce. The Board and the Ministry would like to have the services of Shri Ganpuley in this matter from the European end. I have addressed a letter to Shri Nambiar in connection with this and as soon as his reply comes we shall formally write to Shri Ganpuley. We feel that Shri Ganpuley with his experience would be the best person to get this project going. I am glad we have at last been able to finalise this venture even though it has taken considerable time.

With kind regards,

Yours sincerely,

Kamaladevi

(Kamaladevi Chattopadhyay).

H.E. Shri R.R.Diwakar,
Governor of Bihar,
Raj Bhavan,
Patna.

As an indirect result of my various suggestions since 1954 and particularly those made in 1957 which were sent to Delhi India Trade Centre was established at Frankfurt (a wrong place) at a cost of about Rs 300 000 per year foreign exchange This function from April 1957 and has to be closed by the end of 1961, because not the decision but the choice + procedure was wrong.

80

No. T-9/58

Ambassador of India

BONN
29. July, 59.

Subject: Advisory Committee at Hamburg for India Trade Centre in Germany

My dear Mr. Ganpul

As you are aware, the Government of India have set up a Trade Centre in Germany to promote the export of Indian goods. Mr. R.N. Philips is its Director and has his office in Frankfurt. But his activities are meant to cover the whole of Germany; and in particu lar to supplement the work already being done in this matter by th Consul General of India in Hamburg, the Indian Consul in Berlin; and of course, the Indian Embassy in Bonn.

India, as you know, has a large trade deficit with this country bordering on almost a billion D-Marks. It is recognised on all hands that unless the balance of Indo-German trade can be improved, India's capacity to buy from Germany will be increasingly weakened which will have a most adverse effect on the growth of Indo-German trade relations.

The functions of the India Trade Centre are primarily to study the German market; its habits and tastes; to serve as a liaison agency between Indian and German business men and houses, - to furnish commercial intelligence useful to both parties; and to assist in the settlement of commercial disputes.

I am sure that you will agree that the success of the Indian Trade Centre, and of the various agencies through which it will work e.g. the commercial activities of the Indian Consulate General at Hamburg, will depend largely on the goodwill and the cooperation that it receives from business houses, Chambers of Commerce and other allied institutions in Hamburg.

With the object of securing this to the maximum in a practical form, we propose to set up a small Advisory Committee to work in close association with the Director of the Indian Trade Centre, and the Indian Consul-General in Hamburg.

I am therefore writing to you personally to request your help in this matter, and to ask you if you would agree to become a member of this committee. I enclose a list of the other persons who are being approached similarly in the matter.

I should be grateful for your prompt acceptation of my request.

With kind regards,

Yours sincerely,

(Badr-ud-Din Tyabji

Mr. Ganpuley,
Ganpuley & Co.
Hamburg P. 36
Alsterufer 10

81

List of Persons

1. Mr. Hans E.B. Kruse,
   Partner of Wieschers & Helm, Hamburg -
   Vice President of the Hamburg Chamber of Commerce; Chairman of the India Committee of the Ostasiatischer Verein.

2. Mr. Rolf Heyn,
   Owner of Heyn Broeckelmann & Co., Hamburg
   President of the Ostasiatischer Verein.

3. Mr. Hans Woydt -
   Director of the Deutsche Bank, Hamburg

4. Dr. von Pochhammer -
   Formerly Consul-General for West Germany in Bombay

5. Mr. Waldow -
   Messrs. Fuhrmann Nissle & Guenther Nflg.
   Hamburg

6. Herr von Belling -
   Dresdner Bank, Hamburg

7. Mr. Bertram -
   Otto Bertram & Co., Hamburg

8. Mr. Ganpuley -
   Ganpuley & Co., Hamburg

9. Mr. R. Brettschneider -
   Husfeldt & Co., Hamburg (big dealer in Indian textiles)

10. Mr. Satyapal -
    of Messrs. Kischanchand Chellaram, Hamburg

A.C.N.Nambiar

Post Box 56
Geneva 21
15th August, 1959

My dear Ganpuley,

I have your letter of the 10th August. Many thanks. In the first week of this month I was away from Geneva for few days and I shall be away from Geneva again next week for some days. June and July have not been easy months for me and August not much better. Various matters made me less the master of my programme and a routine of work also got greatly disturbed. After the end of August, I expect to have a relatively easier time. Meanwhile I hav received a communication from Shri Diwakar. I shall start the article about which we talked in the first week of September and hope to forward it to Bangalore by the middle of the month.

It is a good thing that you have joined the Advisory Council of the Trade Centre in Frankfurt. Your experience and knowledge will be of the greatest use to the Council. Export promotion implies both a proper approach to the issue and very sustained and concentrated work. I have just been reading an account of the very remarkable work Britain has achieved in the promotion of export to the Federal Republic of Germany. Behind this has stood an excellent co-ordinated work from the side of the Board of Trade, the British Embassy and the British Federation of Industries.

My health about which you have kindly enquired is not again very satisfactory. Work I have enough and a lot of miscellaneous nature with the result my regular work on which I depend for income often suffers.

lore when I write again.

With all good wishes,

Yours as always,

A. C. N.

83

at Present
Hamburg 36
Alsterufer 10 7th August 59

Shri Badruud-Din Tyabji
Ambassador of India
Bonn

Your Ref. T 9/58

Dear Mr. Tyabji,

I cknowledge with thanks the receipt of your letter dated 29th July. You will kindly excuse the delay due to my being out of Hamburg.

I am happy to read that you have taken the decision of forming an advisory Committee at Hamburg to assist Mr. R.N.Philips of Indian Trade Centre Frankfurt/M in his work of promoting Indian export trade with Germany.

As this happens to be my special subject, I have been taking keen interest in it for the last two decades. Perhaps some of the old files in your Embassy will be in a position to aquaint you with my proposals in this direction submitted to our Government in 1954.

Beingthe subject of my choice, I shall be only too glad to accept your kind offer to become a member of this advisory committee and to give the benefit of my experience in this field.

I am already in touch with Mr.Philips and the Consul General in Hamburg regarding certain matters and I am of opinion that quite a good deal can be achieved in promoting Indian export Trade with Germany and other continental countries if we could create the right atmosphere by negotiations.

I hope that I shall very soon have an opportunity to talk to you on this subject, when you happen to come to Hamburg.

Thanking you once again for having given to me the opportunity of participating in the work of Indian Trade promotion, I remain, with kind regards

Sincerely yours

N.Ganpuley

INDIA TRADE CENTRE
R.N. Philips, Director

84

Frankfurt/M., 29th July, 1959
Kaiserstrasse 33
393

Dear Mr.Ganpuley,

I thank you for your letter of the 27th July,1959 regarding imports into Germany of various Indian products. I am glad to note the feelings you have for improving the trade between India and West Germany and I am certainly prepared to assist you in all possible ways that may be in my power.

The main request in your letter is that we should help you to get an import licence from the Federal Government in Germany for a value of DM 50.000.--. This according to you, is because even though you had applied for an import licence of DM 10.000.-- to your Government, you have been granted a licence only for DM 500.--. I wish very much that we are in a position to help you in this regard.

Unfortunately, the India Trade Centre has no direct connections or liaison with the Federal Government of Germany. This part of the work is done by the commercial wing of the Indian Embassy in Bonn. I do not know whether even with the best of good will, we will be able to assist you in the manner requested. Nevertheless, I am sending a copy of your letter to Dr.Chablani, first Secretary (Commercial) of the Indian Embassy for such assistance as might be found possible at his end. He is being requested to send you a reply direct.

With kind regards,

Yours sincerely,

(R.N.Philips)

Mr.N.Ganpuley
C/- J.Mayer & Co.,
3 Königstrasse,
HAMBURG - WANDSBEK.

Copy to : Dr.S.P.Chablani,
First Secretary (Commercial)
Embassy of India
Bonn

to whom a copy of the letter of J.Mayer & Co., Hamburg, dated 27th July,1959 is enclosed forsuch action as he may deem fit.

3/

N.GARTHLEY

85

27th July 59

Mr. Phillips
India Export Centre
Frankfurt a/M
Kaiserstrasse 33

Dear Mr. Phillips,

I hope you have not forgotten me. I met you in Bombay before you left for Germany and then in Frankfurt in the beginning of June.

Since then I am in Hamburg and while doing my other work here I am also trying in my own way to find out ways and means of increasing our export trade to this country in which you are chiefly interested. I think that my activities in this direction are well known to the Embassy in Bonn and need no further mention here.

Before I came to europe I went twice to Kerala to study the export possibilities of Coir products, Coir Yarn, Tapioca Sago, Pepper, Ginger, Cardamon and other products of that area and found that there are quite good prospects of developing those lines by direct contacts.

I did not stop by these investigations alone but started working for those lines in which connection I also came to Germany. On my arrival I went round Germany to contact the interested parties and found that there is a good demand for many of these products. For example inspite of the indegenous coir Industry there is a fairly good market for Indian Coir products. Indian firms can offer these materials at competitive prices and of required standard quality so that if your office would come to the help of an Indian firm which wants to establish direct contacts much more can be done.

As regards Coir products are concerned there is a limited import quota for these which has been discussed in the last GATT meeting at Geneve. Secondly it is next to impossible that an Indian firm can establish itself as the licences are mostly allotted to German firms. I applied for a licence in the last licencing period for a nominate sum of DM 10.000 and got a licence for DM 500.— I represent about 10 first class purely Indian manufacturers at Alleppy. These Indian firms will never get an entry here and build up direct contacts so long German firms tied down to english get all the licenses

There is a serious complaint that there are no Indian firms coming forward in export trade who can compete in price and standard of quality. Here I have a group of Indian firms who can compete and maintain a ~~high~~ high standard. A good deal of Coir Yarn trade is coupled with the trade in coir products so that if I can sell more coir products I can also sell more yarn to the same firms who are weaving our Yarn.

Indian coir yarn trade can only increase if the same is followed up personally here by those interested in Indian trade and not by agents who can sell today our Yarn and tomorrow recommend to the customer Sisal from Africa

86

COMMENTS

Delegation
lead by Shri K B Lall
as asked for
By the Indian Embassy

Views about Protocol and some suggestions regarding the items in annexure, submitted at the meeting of the advisory Commitee held on 15th.Dec.59.

Like last time I should like to place before the advisory commitee/ today some of my views concerning the impending decisions which will be taken by the representatives of the two Governments in connection with Import Quota for Indian goods as detailed in the annexure to the Protocol.
It was good that Mr. K.B.Lall, in capacity of Ditector General of Foreign Trade, came here and had some direct talks with the responsible officials of the German Commerce Ministry, which has resulted in certain consideration being given to India's immediate export problems, with a view to improve our trade balance with Germany on one side and to encourage us to purchase more of German machinery and technical skill, needed to build up our industrial economy on the other.

Those at higher level knowing the trend of our mutual business ought to have conferred long before to define in clear terms their policy that could have helped us to balance our trade and thereby saved us from the present anomolous position of " To trade or not to Trade". Such conferences at higher level should have preceded the number of trade delegations that came here with bags full of samples and went away without achieving any positive results. " It is never too late to begin" is a very good proverb but if we are more realistic and take into consideration the number of present intercontinental economic organisations like OECC, WEU, EUOPARAT, EWG and EFTA with their reciprocal commitments, we will have to admit that we are too late on the scene of European recovery and it will be a wonder if we could meet only half way our German friends, with all their good wishes, to help us by purchasing more from us and thus enable us to buy from them what we badly need to develop our economy. It will be a pity if because of this adverse Trade balance with Germany and our Exchange Bottleneck we will be forced to divert the purchase of our requirements somewhere else. Germany which has built up her shattered economy from scratch in the shortest time has definitely more to offer to us and therefore inspite of the German Commitments in several directions, we shall have to find a way out of this dilema that could lead to a beneficial cooperation.

The mutual talks crystalised in the form of present protocol covers everything that is needed to support the Indian trade with Germany but it is still not a precisely formulated final document. It is a long term pious wish and we shall all be happy if by the time we take one step forward, Germany is not required to move two steps backward because of her growing Inter-European, African and other world commitments. In business we know, that if one is not able to clinch a deal on the spot, one is not sure if the client will return back again. In short let atleast the next meeting of the Experts be more to the point of "give and take".

As I have already pointed out in my last note which I submitted to Advisory Commitee of India Trade Centre on the 13th. of October, the cetre of gravity for exports lies in India and depends upon following factors:

1. A consistant Government export policy that can assure a steady development of export trade and will be in support of the initiative once taken. It may vary a little, according to demand and supply conditions created either by growing markets and vagaries of nature that restrict the production as far as natural agricultural resources are concerned, but it should not be affected on account of uncontrolled speculation.

2. Production: It has been found in practise that our production and supply position in majority of articles that we have to offer is shaky. It has been considered whether it will not be possible to produce more, atleast such articles which we can produce if there is an existing demand for it and more demand can be created by intensifying our selling efforts.
I learnt from a responsible Authority that we shall have no carpets to offer to continentual markets,as our production is being taken up by USA and UK Markets,or we shall not be able to offer more MANIOC MEAL as the same is required by inland starch factories and for human consumption.

I wonder if it is a right approach to national economical problem. If there is a growing demand for an article the correct attitude will be, to concentrate our efforts on more production to meet this demand, as after all we want to engage our population in a productive process. Everything that our human hands will produce, will mean money when we have the possibility of exchanging thmse products.

3. Incentive to Trade: Like export gratifications,Expoters in Germany receive back certain percentages depending upon the nature of article exported. Facilities of sending out goods on consignment to maintain ready stocks in such places where there is a continous demand for those articles. Facilities of importing necessary material either for pro= cessing or packing of the articles produced either at prefe= rential rates or repayment of duty incurred when these pro= ducts are exported.

4. When these facilities are given,certain amount of export must be imposed on the manufacturers or producers who have become self complacent because of the growing inland demand.

I have met personally dealers after dealers in Kerala, Bombay, Bihar and other places and requested them to come over to Germany where I promised them every help ,but without any success. As a matter of fact, they are the right type of people who should come out, as they know the home market so well and they are the first hand buyers from the producers.

5. Export Financing: Perhaps it is not the apathy towards export trade so much, as the finance risk of which the Indian exporter is afraid. As we ask for credit facilities while importing, the foreigners also ask for the same facilities. Our private Banking institutions were not in the picture, until a few years , there is nothing like a credit insurance, and the reserve Bank wants to see the returns in the shortest time. Exporters who are required to pay for the products in the country cannot also play the role of a banker by giving re= quired Credit, that means locking up their Capital for four to six months.

For trade as well as for industrial cooperation and develop= ment the most important question will be guarantee or protec= tion to the capital invested. In this connection I draw the particular attention to the recent agreement between Germany and Pakistan. The fear about foreign investments or foreign credits will be minimised to a great extent by creating vested interests in each other countries by alignment in Trade and Industry, with equal financial securities.

As regards results of the discussions of the two parties embodied in the protocol under consideration, there is but little room for any addition or correction being drawn up

in a very friendly atmosphere of mutual aid and will no doubt be beneficial if and when actually implemanted in the right spi= rit. Some of the more experienced members of the advisory commitee may make some more useful suggestions to be recorded as a supplementary to the protocol which may or may not take any effect in as much as the actual working out of the same will rest in the hands of respective officials.

I shall try to analyse and give my views only on those items mentioned in annexure on which decisions are likely to be taken in the near future by a mixed commission.

Textiles: I do not know the wording of the report presented by the trade delegation which came here at the invitation of German Government in October 1957. It was headed by Mr. Bharat Ram of Delhi Cloth Mills.
There were representatives of a few mills and the Secretary of the Textile promotion council. I was with this delegation for some time being invited by a few friends in the delegation and Secretary Handicraft Board, for which institution I had done some work. I know from one or two instances, where dealers here were ready to place some orders, but our businessmen were not at all enthusiastic about it. One very important importer of cotton Greys, who was buying huge quantities regularly from Japan, wanted to give the Indian Mills a trial by placing with them a substantial order for ~~longer~~ longer lengths and quali= ties as supplied by Japan, but the business did not materialise because we could not supply what was wanted. The question of arbitration and payment raised by the importer also remained unsolved.

Last year I happend to attend a meeting held in the Textile Commissioners office Bombay to discuss this particular sub= ject of textile exports to West Germany, where Mr. Bharat Ram, the leader of 1957 delegation was the chief guest. The meeting, instead of discussing the possibilities of Textile Exports and finding ways and means for the same, only recorded once again the views of Mr. Bharat Ram who said that Germany demands something extraordinary which the Indian Mills cannot supply, and the meeting ended with a negative outlook for exports of Indian textiles to Germany.
I learn that since the last visit of the delegation one or two members from the delegation tried to do some business with a few parties which they contacted, but even there no steady or satisfactory growth is reported.
If I am wrong in my statement, it is no fault of mine as one does not get any reliable information about the progress of the work of that particular delegation or the individual member who is benefitted by it.
I learnt from a reliable source while in Bombay that certain mills, which have installed automatic looms are in a position to supply the Greys in required length and of required texture, but their producti n is not enough to meet the demand. Either our manufacturers are not very much interested or they have not got the necessary production capacity, which makes them indiffe= rent about foreign demands.

Towels: Of late India has started manufacturing and supplying towels to foreign markets. After consulting an important im= porter here who had substancial import licence, I wrote to two mills, which produce towels, giving them all the details.
I am sorry to say that I have not even received an acknowledge= ment from these Mills. With an attitude of this kind all the efforts to create new markets will be fruitless.

Further I received a definite information from an importer who helped one mill to introduce its products here, that because he started to give suggestions for improvement the mil. simply switched off the supply to someone else.
I do not think it was a wrong demand or advise to ask the Mill to supply towels with ends better stiched and to see that there are no loose threads running in the body of the towels. But this was taken by Indian supplier as something uncalled for.
The argument of the Mill was that as long as we can sell things like that, where is the need of any improvement?
As we have still an extensive home market, where the mills are making their piles, they are not very particular about investi= gating or exploring foreign markets. Moreover the countries round about still offer some possibilities of export of the type of products that we produce and perhaps therefore there is no particular interest for European market which demands certain better stan= dard. Our Mill owners might be complaining about Government and Government regulations trying to bind them down but they are neither accomodating nor cooperative beyond their own personal interests.

All the articles mentioned under cotton textiles could have only then a prospective future in these markets when we can consolidate our supply position for such material as is required by continental market.
I wonder how any decision could be taken by any commission that will meet without knowing what we have got to supply and what the German or Continental market actually needs.
I am of opinion that there should be representative samples of all that we can offer in large quantities. It may happen, that what we have got to offer may not be needed by continental market either for local consumption or even for processing and hence we shall have to get samples prices and our supplying capacity of fabrics that this market can consume.
For example to day towel is an item that is selling but the que= stion is again can we supply and secondly are we also prepared to manufacture as per suggestions made by the buyer?

Handloom Fabrics of cotton, wool, silk etc.: As far as I can judge Handloom should have good sale but nothing constructive was done in this direction so far. When the last delegation came here, Mr. Nair who has also his own manufacture was optimistic. He even contacted a few promising buyers, but the same was not followed up either by Mr. Nair, or anyone else. I met often the Handloom Board and Promotion council officials in Bombay.
Once I even proposed to them that I was taking a stand in a tex= tile Exhibition in Hamburg, I shall display their material with= out any cost to them except of sending to me a representative collection of all such material which I shall choose for them and I shall submit to them an exact report of the possibilities. My request was turned down saying that they cannot entertain my offer being a private enterprise. Promotion councils have come into existence to help private enterprise in general and I there= fore fail to understand the attitude towards a private enterprise that offers to help. Much could have been done by now in Handloom.

One cannot create a market for that by corespondence or a few sample cuttings and that too of a make up that American market likes. The continental taste is different and therefore the choice of the material to be displayed should suit the taste here. Either we should have our own showroom here on the lines of Handloom House in Bombay sponsored by a businessman, or if efforts are made it will be possible to come to an understanding with some

with some important furnishing or textile house of the city that caters for high quality material, with a regular business contract for introducing and selling in Partnership with an Indian organisation our Handloom products and furnishing materials and the like as we have in the Handloom-House in Bombay

However, for that Handloom Board should be well equipped with samples and supplies. When I last went to Handloom Board in Bombay for samples, it could not furnish me with any collection properly done up or even in their own stores. I was asked to make a choice from Handloom House, where I could find a good selection of varieties, which could sell here.

The first investment should be somewhere in the vicinity of 5 lacs in form of 5 to 10 Bales of each variety in about 100 different varieties for display and sale at one time to be replenished immediately, when sales take place or exchanged for other patterns as the liking of the public.

This must be arranged as private business enterprise with initial facilities about Credit etc. from Government or Banks and option to return back such samples as are not saleable here. All the later business will be on business lines.

This house may later on become only wholesalers, but even if they retail, their prices should be based on the wholesale price which every other dealer in the country shall get.

Only with such a display we can draw the attention of customers and dealers all over and not otherwise.

As a matter of fact this procedure can be tried with every

Prints :- Another article which might have a good market is the prints for ladies and childrens dresses and garments for summer wear, printed bed and table covers as were supplied by Farukkabad in olden days. Mill made Voils and other handloom fabrics as well as silk printed by hand as was done in U.P. can develop into a big business if the supply position could be properly organised My experience was that when demand was created, no supplies were forthcoming because of the changing policy of the Government in 1950-51. Since then designs have also undergone a great change. These are today based entirely on American taste, whereas the designs which the people would prefer here are the old designs which U.P. used to print once but seem to have become absolete.

To come with new designs, to take orders and to supply in time is very important. No substantial business is possible for which orders are not booked in Autumn and delivery made in the early months of next year.

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As a matter of fact ~~the~~ This procedure can be tried with every finished product that we want to market here.

PRINTS: - Another article which may have ~~quite a good~~ market are the prints for ladies and childrens dresses for summer-wear. Table covers Handprint etc. Mill made Voils and other Handloom fabrics of cotton, printed as is done in Farukkabad. It could grow into a good business if the supply position is properly organised.
My experience was, that when demand was created, no supplies were forthcoming because of changing Govt. policy in 1950-51 Gov
Since then designs have also undergone a change, and are based greatly on american taste. The designs people would like here ~~most~~ are the old designs which UP used to print once, ~~but these seem to have become obsolete.~~
I have about 160 of these designs in cotton and almost the like type in silk which will have a good demand here.
But the right procedure of trade in this is to come here with design Cards of such prints in September- October and book the orders for goods to come here in January- February for making dresses and garments for spring and for retail sale in shops. The same holds good for prints on silk.

To come with new designs, to take orders and to supply in time is very important. No substantial business is possible for which orders are not booked in Autumn and delivery made in the early months of next year

In the Handloom House, suggested above, one can also put Benaras articles Kashmere goods and the like, as is done in Handloom House or Khadi Bhandar in Bombay.

This is nothing, if properly done, compared with money spent on Exhibitions.

This will be a permanent thing and will bring immediate returns.

These products should either be liberalised or must have a substantial import quota of a few millions.

Naturally all the demand for Quota or leberalising of our material will have an ~~enormous~~ value when we are in a position to take full advantage of the facilities that German Government may offer as a result of our discussions and in view of future better understanding between the two Countries

As I have worked on this subject for many years and have helped to run one handicrafts Stores in Zürich since 1950, I think I have gained enough experience which may be of benefit to those interested in development and promotion of this line.

The first and the foremost thing to which I should like to draw particular attention is, that Handicraft should be given its proper place and should not be treated as an article of Mass Machine production.

It will sell well and fetch better price, which it ought to, considering it to be a product of Handwork. In Europe where daily wages of a trained worker are so high every buyer knows the value of a Handwork, has certain appreciation for it , and like to possess it as a piece of art.

There are already many cheap reproductions of Brass-ware, Silk and cotton prints made on machine, with which our Handicraft cannot and should not try to compete.

Handicraft must be given an exclusive note of its own and for that reason it will be better if we do not try to cheapen it by placing it togetner with other mass articles in a departmental stores and all kinds of shops. In Europe there are exclusive shops and dealers in such types of goods. Those interested in buying something of exclusive type to decorate their houses or for presentation purposes invariably visit such shops from where they purchase these requirements which has its own special and psychological character, for which people readily pay a better price.

Therefore, the question is whether we should help our Handworker to get better price for his work and make him produce more artistic things or make him earn lesser wages by creating competition by producing cheaper and bad material.

I had a talk with one or two influential dealers in this line particularly with Dr Schangel of TEE HAAS, Well-known house dealing mainly in Handicrafts from all parts of the world and also Tea. The name of this firm carries some weight in this line and for anything exclusive and good people go to the shops of TEE HAAS.

According to my information, very recently Indian Government invited some men from cheap departmental stores in Zurich and have opened a large show of Handicrafts in their stores. Perhaps due to the coming Xmas season and as a result of very costly opening advertisement, people might buy certain quantities of our Handicrafts, but I doubt if that will be a continuous business, which will help to improve the quality by securing for our Handworkers a better price.

Men like Dr Schangel who have grown old in this trade are also prepared to cooperate on the same terms which our Government might have offered to Globus departmental stores in Zurich but then we shall have atleast the guarantee that Handicraft will not be degraded to an article of mass production. It will be valued better and will also fetch a better price. It is not at all necessary to bring down the prices of Handicraft articles and to give it a stamp of mass production. It will be better if it could keep its individuality and is improved instead of cheapened and made inferior.

Handicraft is not an every day article but an article of individual fancy, hobby and liking for which one is always prepared to pay more. Naturally therefore their sales are also limited, and hence it stands to reason that anyone wanting to deal in it will look to it that it fetches better price.

In Europe Handicraft has a peak demand at Xmas so that large representative stocks of all the Handicraft goods should be here in September to be made available to the dealers by the middle or end of October.

Particular care has to be taken, regarding the finish. It has been the experience of many a dealer in the line, that articles sent out are never tested before the same are packed as there is no such system in India and because of, the unhealthy competition the quality deteriorates. I know certain Importers here, who have established small workshops to test the articles and give it a final finish before the same is put in the shop for sale.

An unhealthy competition has set in of late by a number of travellers coming here and cutting the prices to get some orders, and with it the quality of the article deteriorates. dealers.

This can be only helped, if the proposed centres by Handicrafts Export Corporation are set up with a complete range of representative samples with prices.
These representative samples should be either from first class manufacturers, or dealers who are experienced in the business, and the dealings should be direct with these firms, as done by Japanese Trade Centre here.

This is in connection with handicrafts like Brass goods, Ivory, Hornware, Wooden goods. As regards Silk, Printed cotton and Silk, I am putting down my views under textiles.

Atleast about DM. 500.000 worth of the above type of goods should be saleable in Germany in the course of the year.

COIR FIBRE, YARN & PRODUCTS:

This is one of the very important articles of Export and needs more concentrated effort not only for increased sale, but also to keep to our present export level.
As far as yarn is concerned, Germany is buying its present requirements from India, but even this trade needs more intensive study and efforts on the part of Government and Industry to improve the quality and to bring down the prices by utilising the bye-products or otherwise we shall slowly loose this trade on account of competition from other countrie and use of other fibres.

Cocoanut as it is taken out from the tree can be used entirely without any waste.
The first is fibre, which is turned into yarn, mats and matting. Fibre material of shorter lengths has als demand in the country and for export. Then there is the residue and having from the shell which can be made into first class Press Boards, the shells form first class raw material for activated carbon, and then the nut as oil fruit.
Only the complete utilisation of cocoanut can cheapen the cost of yarn and yarn products.

As regards export of yarn products to Germany there is still enough room and it will be only befitting in the present scheme

Out of the total imports into Germany of Coir mats amounting to 4572.6 tons, the direct import from India was only 439.4 tons. The reason for the small import from India was due to the fact that practically 4100 tons of mats and mattings came from Belgium, Holland, Italy and France
This is one glaring example confirming my statement as to how the present inter-european commitments can affect India trade inspite of all the good will.

[illegible] in the spirit of supporting Indias trade to Germany, that Coir Products be either liberalised or Indian Import Quota is substantially increased.

In GATT Conferences the liberalising of these products is not considered favourably on the ground of protecting the industry, which also engages blind and crippled people.
We have absolutely nothing to say against this, even though the protection of physically disabled is the affair of social Welfare and it is not only in this Industry, but such people are engaged in almost all the Industries, including firms like Siemens and Mercedes Benz.

If for any other reasons the liberalising is being put off, atleast let there be a more liberal licencing policy, in which Indian firms, even though new, should get a preferential treatment in support of the idea of creating joint concerns as only then Indian interests could be better represented.

The present licencing policy may be very correct and just, but somehow or other even the established importers are displeased with it, and are loosing interest for Imports from India.

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As regards export of yarn products to Germany there is still enough room and it will be only befitting in the present scheme that this product, which we can offer gets a preferential treatment. At present this falls under the Global quota and is being imported from India against Import licences issued.

Here is one glaring example confirming my statement as to how intercontinental commitments can affect Indian trade, inspite of all the good wishes.
When we take into account the total German imports of 45 72.6 tons in the year 1958 imported from Holland, Belgium France, Italy, Indias share of only 439.4 ton offers enough proof of what happens and what ought to be done to change the state of affairs.

India can supply the standard good quality required by the market, India can offer competitive prices and as such it will be in all fairness and keeping with the spirit of supporting Indias trade to Germany, that Coir Products be either liberalised or Indian Import quota is substantially increased.

In GATT Conferences the liberalising of these products is not considered favourably on the ground of protecting the industry, which also engages blind and crippled people.
We have absolutely nothing to say against this, even though the protection of physically disabled is the affair of social welfare and it is not only in this Industry, but such people are engaged in almost all the Industries, including firms like Siemens and Mercedes Benz.

If for any other reasons the liberalising is being put off, atleast let there be a more liberal licencing policy, in which indian firms, even though new, should get a preferential treatment in support of the idea of creating joint concerns as only then Indian interests could be better represented.

The present licencing policy may be very correct and just, but somehow or other even the established importers are displeased with it, and are loosing interest for Imports from India.

I visited a few important old Import houses in the city. They told me of the type of work they are required to do to bring together enough licences to make direct imports from India worth their trouble.. They were frank in admitting that when they can get whatever they need by a phone accross the boarder from their EWG friends and can pay them after 90 days , why should they worry about imports from India if with the small licences they get they are not able to cover even the expenses.

in the two party conference.

RAW, ROASTED & SALTED Cashew, PEANUTS:

Export of almonds from India is out of question but the the line of walnuts can be conveniently added to it.

CASHEW needs a little more propaganda to develop a taste for it. It is surely a good nut but it has got certain defects, which one has to get over to make it more popular.

In this direction attempts are already being made by welknown Indian firms in close cooperation with an established house in Germany. This is a type of cooperation about which there is a mention made in the protocol.

This firm has already started experiments ~~thereby~~ to make cashew seed more lasting and useful for Industry apart from home consumption.
In the same way our walnut will also need some treatment to make it more fit for this market .

Peanuts as such are already well introduced in the market but not from India. This article if properly treated and presented could be a good selling line. Its roasting, salting and packing if properly carried out , it will have increased demand.
However the proposed quota of 500,000 is too small, supposing if this concern, which has now taken upon it to investigate the possibilities , and is also prepared to do all the spade work and set up a sales organisation, can only import 300,000 out of the sum earmarked, it will not even be enough to meet their expences if they were to earn 10% gross on the imported price which comes to about 2500 per month.

Therefore under the heading :
Cashew, Peanuts and Walnuts, there ought to be a figure of few millions, instead of 500,000

At least here is an article that we have got, to supply in required quantity regularly.

Canned Vegetables:

The food delegation which was here sometimes back , headed by Mr. Mehta of Food Ministry, went round the market and found that it will not be possible for them to supply any tinned vegetables, which are in demand here, like Peas, Beans. Carrots, Spinach, asparagus and the like.

I visited a few old and important importhouses, who told me about the type of work they are required to do to bring together enough licences to make direct import worthwhile. They frankly told me, that why should they worry about Indian Imports, if the small licences do not even cover their expenses and when they can get what they want by Phone across the boarder from their EWG friends?, and pay them after 90 days.

Indian manufacturers and dealers can also maintain stocks here if they have sufficient licences and can satisfy their customers by prompt supplies as it is done from Holland or elsewhere.

Coirproducts should therefore receive particular attention in the two party conference.

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97

Their packing and freight charges are higher than the price at which these are sold here.

CANNED FRUIT:

like Pineapples, Orange, Grapefruit, Tomato, Pears or Plums were all found out of reach for Indian Canner to Export. The great bottlenecks in this trade are the cost of sugar, the cost of Packing and the freight. Packing and freight ~~form~~ a very serious ~~part~~ hindrance, not only for this, but for many other articles.

The Quota of one Million proposed is in my opinion out of any proportion and might be a bad bargain. Germany may willingly accept but then, if we cannot supply, we shall not have helped our cause in any way.

There are other Indian fruits which could be canned and exported, without foreign competition. But that means a rich Fruit-canning Industry that can plan ahead and has the means to invest and wait for results.
These fruits are Gwava, which grows in Plenty and is rich in Vitamin C contents. Finest Jelly can be made from it.

Chikoo, A sweet fruit that grows in abundance all round the year and can be canned like pears.

Leechi, Jackfruit, Papaya , then there is Mango, which can and is being canned in large scale but needs propaganda and introduction. If it catches the fancy of the public, tinned Mango can be an article in the tinned-Fruit-group, which has some future, as far as Indian canned fruit export is concerned.

Vegetable Oils : Germany or as a matter of fact whole of the continent could be safely considered as buyers for vegetable oils and fats in any form. The question is that of steady supply with a view to build up and keep the market. Regarding vegetable oils and seeds our policy had been always very ~~xx~~ uncertain so that there was no continuous demand or supply. Whenever there was anything free, it was offer and sold if the prices were based on ruling world market.

Business in this line can be convenient in few millions if we have the capacity to offer and if our prices compare favourably maintaining a good standard.

In order to keep the foreign markets in our hands we should as far as possible try to maintain the continuity of supply, eve if at times the prices are against us. If we could set aside atleast certain percentage for good consuming markets our business with such markets will always show better results.

With this I have tried to touch almost all the items in the annexure about which I had gained some experience in the course of time.

Hamburg Nandsbeck
19th Dec 59

N.Ganpuley

Views about Protocol and some suggestions regarding the items in annexure, submitted at the meeting of the advisory Commitee held on 15th.Dec.59.

Like last time I should like to place before the advisory commitee/some of my views concerning the impending decisions which will be taken by the representatives of the two Governments in connection with Import Quota for Indian goods as detailed in the annexure to the Protocol.
It was good that Mr. K.B.Lall, in capacity of Ditector General of Foreign Trade, came here and had some direct talks with the responsible officials of the German Commerce Ministry, which has resulted in certain consideration being given to India's immediate export problems, with a view to improve our trade balance with Germany on one side and to encourage us to purchase more of German machinery and technical skill, needed to build up our industrial economy on the other.

Those at higher level knowing the trend of our mutual business ought to have conferred long before to define in clear terms their policy that could have helped us to balance our trade and thereby saved us from the present anomolous position of " To trade or not to Trade". Such conferences at higher level should have preceded the number of trade delegations that came here with bags full of samples and went away without achieving any positive results. " It is never too late to begin" is a very good proverb but if we are more realistic and take into consideration the number of present intercontinental economic organisations like OECC, WEU, EUOPARAT, EWG and EFTA with their reciprocal commitments, we will have to admit that we are too late on the scene of European recovery and it will be a wonder if we could meet only half way our German friends, with all their good wishes, to help us by purchasing more from us and thus enable us to buy from them what we badly need to develop our economy. It will be a pity if because of this adverse Trade balance with Germany and our Exchange Bottleneck we will be forced to divert the purchase of our requirements somewhere else. Germany which has built up her shattered economy from scratch in the shortest time has definitely more to offer to us and therefore inspite of the German Commitments in several directions, we shall have to find a way out of this dilema that could lead to a beneficial cooperation.

The mutual talks crystalised in the form of present protocol covers everything that is needed to support the Indian trade with Germany but it is still not a precisely formulated final document. It is a long term pious wish and we shall all be happy if by the time we take one step forward, Germany is not required to move two steps backward because of her growing Inter-European, African and other world commitments. In busin we know, that if one is not able to clinch a deal on the spo one is not sure if the client will return back again. In short let atleast the next meeting of the Experts be more fr the point of "give and take".

As I have already pointed out in my last not which I submitted to Advisory Commitee of India Trade Centre on the 13th. of October, the cetre of gravity fo exports lies in India and depends upon following facts:

1. A consistant Government export policy that can assure a steady development of export trade and will be in support of the initiative once taken. It may vary a little, according to demand and supply conditions created either by growing markets and vagaries of nature that restrict the production as far as natural agricultural resources are concerned, but it should not be affected on account of uncontrolled speculation.

2. Production: It has been found in practise that our production and supply position in majority of articles that we have to offer is shaky. It has been considered whether it will not be possible to produce more, atleast such articles which we can produce if there is an existing demand for it and more demand can be created by intensifying our selling efforts.
I learnt from a responsible Authority that we shall have no carpets to offer to continentual markets,as our production is being taken up by USA and UK Markets,or we shall not be able to offer more MANIOC MEAL as the same is required by inland starch factories and for human consumption.

I wonder if it is a right approach to national economical problem. If there is a growing demand for an article the correct attitude will be, to concentrate our efforts on more production to meet this demand, as after all we want to engage our population in a productive process. Everything that our human hands will produce, will mean money when we have the possibility of exchanging thise products.

3. Incentive to Trade: Like export gratifications,Expoters in Germany receive back certain percentages depending upon the nature of article exported. Facilities of sending out goods on consignment to maintain ready stocks in such places where there is a continous demand for those articles. Facilities of importing necessary material either for pro= cessing or packing of the articles produced either at prefe= rential rates or repayment of duty incurred when these pro= ducts are exported.

4. When these facilities are given,certain amount of Export must be imposed on the manufacturers or producers who have become self complacent because of the growing inland demand.

I have met personally dealers after dealers in Kerala, Bombay, Bihar and other places and requested them to come over to Germany where I promised them every help ,but without any success. As a matter of fact, they are the right type of people who should come out, as they know the home market so well and they are the first hand buyers from the producers.

5. Export Financing: Perhaps it is not the apathy towards export trade so much, as the finance risk of which the Indian exporter is afraid. As we ask for credit facilities while importing, the foreigners also ask for the same facilities. Our private Banking institutions were not in the picture, until a few years , there is nothing like a credit insurance, and the reserve Bank wants to see the returns in the shortest time. Exporters who are required to pay for the products in the country cannot also play the role of a banker by giving re= quired Credit, that means locking up their Capital for four to six months.

For trade as well as for industrial cooperation and develop= ment the most important question will be guarantee or protec= tion to the capital invested. In this connection I draw the particular attention to the recent agreement between Germany and Pakistan. The fear about foreign investments or foreign credits will be minimised to a great extent by creating vested interests in each other countries by alignment in Trade and Industry, with equal financial securities.

As regards results of the discussions of the two parties embodied in the protocol under consideration, there is but little room for any addition or correction being drawn up

101

in a very friendly atmosphere of mutual aid and will no doubt be beneficial if and when actually implemanted in the right spirit. Some of the more experienced members of the advisory commitee may make some more useful suggestions to be recorded as a supplementary to the protocol which may or may not take any effect in as much as the actual working out of the same will rest in the hands of respective officials.

I shall try to analyse and give my views only on those items mentioned in annexure on which decisions are likely to be taken in the near future by a mixed commission.

Textiles: I do not know the wording of the report presented by the trade delegation which came here at the invitation of German Government in October 1957. It was headed by Mr. Bharat Ram of Delhi Cloth Mills.
There were representatives of a few Mills and the Secretary of the Textile promotion council. I was with this delegation for some time being invited by a few friends in the delegation and Secretary Handicraft Board, for which institution I had done some work. I know from one or two instances, where dealers here were ready to place some orders, but our businessmen were not at all enthusiastic about it. One very important importer of cotton Greys, who was buying huge quantities regularly from Japan, wanted to give the Indian Mills a trial by placing with them a substantial order for ~~longer~~ longer lengths and qualities as supplied by Japan, but the business did not materialise because we could not supply what was wanted. The question of arbitration and payment raised by the importer also remained unsolved.

Last year I happend to attend a meeting held in the Textile Commissioners office Bombay to discuss this particular subject of textile exports to West Germany, where Mr. Bharat Ram, the leader of 1957 delegation was the chief Guest. The meeting, instead of discussing the possibilities of Textile Exports and finding ways and means for the same, only recorded once again the views of Mr. Bharat Ram who said that Germany demands something extraordinary which the Indian Mills cannot supply, and the meeting ended with a negative outlook for exports of Indian textiles to Germany.
I learn that since the last visit of the delegation one or two members from the delegation tried to do some business with a few parties which they contacted, but even there no steady or satisfactory growth is reported.

If I am wrong in my statement it is no fault of mine as one does not get any reliable information about the progress of the work of that particular delegation or the individual member who is benefitted by it.
I learnt from a reliable source while in Bombay that certain mills, which have installed automatic looms are in a position to supply the Greys in required length and of required texture, but their producti n is not enough to meet the demand. Either our manufacturers are not very much interested or theyhave not got the necessary production capacity, which makes them indifferent about foreign demands.

Towels: Of late India has started manufacturing and supplying towels to foreign markets. After consulting an imortant importer here who had substancial import licence, I wrote to two Mills, which produce towels, giving them all the details.
I am sorry to say that I have not even received an acknowledgement from these Mills. With an attitude of this kind all the efforts to create new markets will be fruitless.

Further I received a definite information from an importer who helped one mill to introduce its products here, that because he started to give suggestions for improvement the mill simply switched off the supply to someone else.
I do not think it was a wrong demand or advise to ask the Mill to supply towels with ends better stiched and to see that there are no loose threads running in the body of the towels. But this was taken by Indian supplier as something uncalled for.
The argument of the Mill was that as long as we can sell things like that, where is the need of any improvement?
As we have still an extensive home market, where the mills are making their piles, they are not very particular about investigating or exploring foreign markets. Moreover the countries round about still offer some possibilities of export of the type of products that we produce and perhaps therefore there is no particular interest for European market which demands certain better standard. Our Mill owners might be complaining about Government and Government regulations trying to bind them down but they are neither accomodating nor cooperative beyond their own personal interests.

All the articles mentioned under cotton textiles could have only then a prospective future in these markets when we can consolidate our supply position for such material as is required by continental market.
I wonder how any decision could be taken by any commission that will meet without knowing what we have got to supply and what the German or Continental market actually needs.
I am of opinion that there should be representative samples of all that we can offer in large quantities. It may happen, that what we have got to offer may not be needed by continental market either for local consumption or even for processing and hence we shall have to get samples prices and our supplying capacity of fabrics that this market can consume.
For example to day towel is an item that is selling but the question is again can we supply and secondly are we also prepared to manufacture as per suggestions made by the buyer?

Handloom Fabrics of cotton, wool, silk etc.: As far as I can judge Handloom should have good sale but nothing constructive was done in this direction so far. When the last delegation came here, Mr. Nair who has also his own manufacture was optimistic. He even contacted a few promising buyers, but the same was not followed up either by Mr. Nair, or anyone else. I met often the Handloom Board and Promotion council officials in Bombay.
Once I even proposed to them that I was taking a stand in a textile Exhibition in Hamburg, I shall display their material without any cost to them except of sending to me a representative collection of all such material which I shall choose for them and I shall submit to them an exact report of the possibilities.
My request was turned down saying that they cannot entertain my offer being a private enterprise. Promotion councils have come into existence to help private enterprise in general and I therefore fail to understand the attitude towards a private enterprise that offers to help. Much could have been done by now in Handloom.

One cannot create a market for that by corespondence or a few sample cuttings and that too of a make up that American market likes. The continental taste is different and therefore the choice of the material to be displayed should suit the taste here. Either we should have our own shoeroom here on the lines of Handloom House in Bombay sponsored by a businessman, or if efforts are made it will be possible to come to an understanding with some

with some important furnishing or textile house of the city that cater for high quality material, with a regular business contract for introducing and selling in Partnership with an Indian organisation our Handloom products and furnishing materials and the like as we have in the Handloom-House in Bombay.

However, for that Handloom Board should be well equipped with samples and supplies. When I last went to Handloom Board in Bombay for samples, it could not furnish me with any collection properly done up or even in their own stores. I was asked to make a choice from Handloom House, where I could find a good selection of varieties, which could sell here.

The first investment should be somewhere in the vicinity of 5 lacs in form of 5 to 10 Bales of each variety in about 100 different varieties for display and sale at one time to be replenished immediately, when sales take place or exchanged for other patterns as the liking of the public.

This must be arranged as private business enterprise with initial facilities about Credit ~~&c.&c.~~ &c. from Government or Banks and option to return back such samples as are not saleable here. Allthe later business will be on business lines.

This house may later on become only wholesalers, but even if they retail, their prices should be based on the wholesale price which every other dealer in the country shall get.

Only with such a display we can draw the attention of customers and dealers all over and not otherwise.

As a matter of fact ~~the~~ this procedure can be tried with every

prints .. Another article which might have a good market is the prints for ladies andxx childrens dresses and garments for under wear, printed bed and table covers as were supplied by Farukabad in olden days. Mull made Voils and other handloom fabrics as well as silk printed by hand as was done in U.P. can develop into a big business. If the supply position could be properly organised my experience was that when demand was created, no supplies were forth coming because of the changing policy of the government in 1950-51. Since then designs have also undergone a great change. These are today based entirely on American taste, whereas the designs which the people would prefer here are the old designs which U.P. used to print once but seem to have become obsolete.

to come with new designs to take orders, to supply in time is very important. No substantial business is possible for which orders are not booked in Autumn and delivery made in the early months of next year.

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PRINTS: - Another article which may have quite a good market are the prints for ladies and childrens dresses for summer-wear, Table covers Handprint ~~etc.~~ etc. Mill made Voils and other handloom fabrics of cotton printed as is done in Farukkabad. It could grow into a good business if the supply position is properly organised.
My experience was, that when demand was created, no supplies were forthcoming because of changing/~~good~~ policy in 1950-51 /Govt. Since then designs have also undergone a change, are based/which greatly on american taste. The designs people would like here most are the old designs which UP used to print once, ~~but these seem to have become obsolete.~~
I have about 160 of these designs in cotton and almost the like type in silk which will have a good demand here.
But the right procedure of trade in this is to come here with design Cards ofsuch prints in September- October and book the orders for goods to come here in January- February for making dresses and garments for spring and for retail sale in shops. The same holds good for prints on silk.

To come with new designs to take orders, and to supply in time is very important. No substantial business is possible for which orders are not booked in Autumn and delivery made in the early months of next year.

In the Handloom House, suggested above, one can also put Benaras articles Kashmere goods and the like,as is done in Handloom House or Khadi Bhandar in Bombay.

This is nothing, if properly done, compared with money spent on Exhibitions.

This will be a permanent thing and will bring immediate returns.

These products should either be liberalised or must have a substantial import quota of a few millions.

Naturally all the demand for Quota or leberalising of our material will have an ~~interest~~ interest value when we are in a posi= tion to take full advantage of the facilities that German Government may offer as a result of our discussions and in view of future better understanding between the two Countries.

As I have worked on this subject for many years and have helped to run one handicrafts Stores in Zürich since 1950, I think I have gained enough experience which may be of benefit to those interested in development and promotion of this line.

The first and the foremost thing to which I should like to draw particular attention is, that Handicraft should be given its proper place and should not be treated as an article of Mass Machine production.

It will sell well and fetch better price, which it ought to, considering it to be a product of Handwork. In Europe where daily wages of a trained worker are so high every buyer knows the value of a Handwork, has certain appreciation for it , and like to possess it as a piece of art.

There are already many cheap reproductions of brass-ware, Silk and cotton prints made on machine, with which our Handicraft cannot and should not try to compete.

Handicraft must be given an exclusive note of its own and for that reason it will be better if we do not try to cheapen it by placing it together with other mass articles in a departmental stores and all kinds of shops. In Europe there are exclusive shops and dealers in such types of goods. Those interested in buying something of exclusive type to decorate their houses or for presentation purposes invariably visit such shops from where they purchase these requirements which has its own special and psychological character, for which people readily pay a better price.

Therefore, the question is whether we should help our Handworker to get better price for his work and make him produce more artistic things or make him earn lesser wages by creating competition by producing cheaper and bad material.

I had a talk with one or two influential dealers in this line particularly with Dr Schüngel of THE MAAS, Awelknown house dealing mainly in Handicrafts from all parts of the world and also Tea. The name of this firm carries some weight in this line and for anything exclusive and good people go to the shops of THE MAAS.

According to my information, very recently Indian Government invited some men from cheap departmental stores in Zürich and have opened a large show of Handicrafts in their stores. Perhaps due to the coming Xmas season and as a result of very costly opening advertisement, people might buy certain quantities of our Handicrafts, but I doubt if that will be a continuous business, which will help to improve the quality by securing for our Handworkers a better price.

Men like Dr Schüngel who have grown old in this trade are also prepared to cooperate on the same terms which our Government might have offered to Globus departmental stores in Zürich but then we shall have atleast the guarantee that handicraft will not be degraded to an article of Mass production. It will be valued better and will also fetch a better price. It is not at all necessary to bring down the prices of handicraft articles and to give it a stamp of mass production. It will be better if it could keep its individuality and is improved instead of cheape and made inferior.

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Handicraft is not an every day article but an article of individual fancy, hobby and liking for which one is always prepared to pay more. Naturally therefore their sales are also limited, and hence it stands to reason that anyone wanting to deal in it will look to it that it fetches better price.

In Europe Handicraft has a peak demand at Xmas so that large representative stocks of all the Handicraft goods should be here in September to be made available to the dealers by the middle or end of October.

Particular care has to be taken, regarding the finish. It has been the experience of many a dealer in the line, that articles sent out are never tested before the same are packed as there is no such system in India and because of the unhealthy competition the quality deteriorates. I know certain Importers here, who have established small workshops to test the articles and give it a final finish before the same is put in the shop for sale.

An unhealthy competition has set in of late by a number of travellers coming here and cutting the prices to get some orders, and with it the quality of the article detoriates.

This can be only helped, if the proposed centres by Handicrafts Exports Corporation are set up with a complete range of representative samples with prices.
These representative samples should be either from first class manufacturers, or dealers who are experienced in the business, and the dealings should be direct with these firms, as done by Japanese Trade Centre here.

This is in connection with handicrafts like Brass goods, Ivory, Hornware, Wooden goods. As regards Silk, Printed cotton and Silk, I am putting down my views under textiles.

Atleast about DM. 500.000 worth of the above type of goods should be saleable in Germany in the course of the year.

COIR FIBRE, YARN & PRODUCTS:

This is one of the very important articles of Export and needs more concentrated effort not only for increased sale, but also to keep to our present export level.
As far as yarn is concerned, Germany is buying its present requirements from India, but even this trade needs more intensive study and efforts on the part of Government and Industry to improve the quality and to bring down the prices by utilising the bye-products or otherwise we shall slowly loose this trade on account of competition of other countries and use of other fibres.

Cocoanut as it is taken out from the tree can be used entirely without any waste.
The first is fibre, which is turned into yarn, mats and matting. Fibre material of shorter lengths has als demand in the country and for export. Then there is the residue and shaving from the shell which can be made into first class Press Boards, the shells form first class raw material for activated carbon, and then the nut as oil fruit.
Only the complete utilisation of cocoanut can cheapen the cost of yarn and yarn products.

As regards export of yarn products to Germany there is still enough room and it will be only befitting in the present scheme that this product, which we can offer gets a preferential

Out of the total imports into Germany of Coir mats amounting to 4572.6 tons, the direct import from India was only 430.4 tons. The reason for the small import from India was due to the fact that practically 4100 tons of mats and matings came from Belgium, Holland, Italy and France
This is one glaring example confirming my statement as to how the present inter-european commitments can affect Indian trade inspite of all the good will.

Indias trade to Germany, that Coir Products be either liberalised or Indian Import Quota is substantially increased.

In GATT Conferences the liberalising of these products is not considered favourably on the ground of protecting the industry, which also engages blind and crippled people.
We have absolutely nothing to say against this, even though the protection of physically disabled is the affair of social Welfare and it is not only this Industry, but such people are engaged in almost all the Industries, including firms like Siemens and Mercedes Benz.

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Only the complete utilisation of cocoanut can cheapen the cost of yarn and yarn products.

As regards export of yarn products to Germany there is still enough room and it will be only befitting in the present scheme that this product, which we can offer gets a preferential treatment. At present this falls under the Global quota and is being imported from India against Import licences issued.

Here is one glaring example confirming my statement as to how intercontinental commitments can effect Indian trade, inspite of all the good wishes.
When we take into account the total German imports of ~~45 72.6~~ 4572.6 tons in the year 1958 imported from Holland, Belgium France, Italy, Indias share of only 439.4 tons offers enough proof of what happens and what ought to be done to change the state of affairs.

India can supplythe standard good quality required by the market, India can offer competitive prices and as such it will be in all fairness and keeping in with the spirit of supporting Indias trade to Germany, that Coir Products be either liberalised or Indian Import Quota is substantially increased.

In GATT Conferences the liberalising of these products is not considered favourably on the ground of protecting the industry, which also engages blind and crippled people.
We have absolutely nothing to say against this, even though the protection of physically disabled is the affair of social Welfare and it is not only in this Industry, but such people are engaged in almost all the Industries, including firms like Siemens and Mercedes Benz.

If for any other reasons the liberalising is being put off, atleast let there be a more liberal licencing policy, in which indian firms, even though new, should get a preferential treatment in support of the idea of creating joint concerns as only then Indian interests could be better represented.

The present licencing policy may be very correct and just, but somehow or other even the established importers are displeased with it, and are loosing interest for Imports from India.

I visited a few important old import houses in the city. They told me of the type of work they are required to do to bring together enough licences to make direct imports from India worth their trouble.. They were from an admitting that when they can get whatever they need by a phone across the boarder from their EG friends and can pay them after 90 days , why should they worry about imports from India if with the small licences they get they are not able to cover even the expenses.

Coirproducts should therefore receive particular attention in the two party conference.

RAW,ROASTED & SALTED Cashew, PEANUTS:

Export of almonds from India is out of question but the the line of walnuts can be conveniently added to it.

CASHEW needs a little more propaganda to develop a taste for it. It is surely a good nut but it has got certain defects, which one has to get over to make it more popular.

In this direction attempts are already being made by welknown Indian firms in close cooperation with an established House in Germany. This is a type of cooperation about which there is a mention made in the protocol.

This firm has already started experiments wherewith to make cashew seed more lasting and useful for Industry apart from home consumption.
In the same way our walnut will also need some treatment to make it more fit for this market .

Peanuts as such are already well introduced in the market but not from India. This article if properly treated and presented could be a good selling line. Its roasting, salting and packing if properly carried out , it will have increased demand.
However the proposed quota of 500,000 is too small. Supposing this concern, which has now taken upon it to investigate the possibilities , and is also prepared to do all the spade work and set up a sales organisation, can only import 300,000 out of the sum earmarked, it will not even be enough to meet their expences if they were to earn 10% gross on the imported price which comes to about 2500 per month.

Therefore under the heading Cashew, Peanuts and Walnuts, there ought to be a figure of few millions, instead of 500,000.

At least here is an article that we have got to supply in required quantity regularly.

Canned Vegetables:

The food delegation which was here sometimes back , headed by/Mr. Mehta of Food Ministry, went round the market and found that it will not be possible for them to supply any tinned vegetables, which are in demand here, like Peas, Beans, Carrots, Spinach, aspargus and the like.

I visited a few old and important Importhouses, who told me the type of work they are required to do to bring together enough licences to make direct import worthwhile. They frankly told me, that Why should they worry about Indian Imports, if the small licences do not even cover their expenses and when they can get what they want by Phone across the boarder from their EWG friends?, and pay them after 90 days.

Indian manufacturers and dealers can also maintain stocks here if they have sufficient licences and can satisfy their customers by prompt supplies as it is done from Holland or elsewhere.

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Their packing and freight charges are higher than the price at which these are sold here.

CANNED FRUIT:

like Pineapples, Orange, Grapefruit, Tomato, Pears or Plums were all found out of reach for Indian Canner to Export. The great bottlenecks in this trade are the cost of sugar, the cost of Packing and the freight. Packing and freight form a very serious part, not only for this, but for many other articles.

The Quota of one Million proposed is in my opinion out of any proportion and might be a bad bargain. Germany may willingly accept but then, if we cannot supply, we shall not have helped our cause in any way.

There are other Indian fruits which could be canned and exported, without foreign competition. But that means a rich Fruit-canning Industry that can plan ahead and has the means to invest and wait for results.
These fruits are Gwava, which grows in Plenty and is rich in Vitamin C contents. Finest Jelly can be made from it.

Chikoo, A sweet fruit that grows in abundance all round the year and can be canned like pears.

Leechi, Jackfruit, Papaya, then there is Mango, which can and is being canned in large scale but needs propaganda and introduction. If it catches the fancy of the public, tinned Mango can be an article in the tinned-Fruit-group, which has some future, as far as Indian canned fruit export is concerned.

Vegetable Oils : Germany or as a matter of fact whole of the continent could be safely considered as buyers for vegetable oils and fats in any form. The question is that of steady supply with a view to build up and keep the market. Regarding vegetable oils and seeds our policy had been always very ~~xx~~ uncertain so that there was no continuous demand or supply. Whenever there was anything free, it was offer and sold if the prices were based on ruling world market.

Business in this line can be conveniently in few millions if we have the capacity to offer and if our prices compare favourably maintaining a good standard.

In order to keep the foreign markets in our hands we should as far as possible try to maintain the continuity of supply, even if at times the prices are against us. If we could set aside atleast certain percentage for good consuming markets our business with such markets will always show better results.

With this I have tried to touch almost all the items in the annexure about which I had gained some experience in the course of time.

Hamburg Wandsbeck
15th Dec 59

M.Ganpuley

131

OTTO BERTRAM & CO.

Seit 1875

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Herrn
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HR. A. Hamburg Nr. A 40305

HAMBURG 36, den 23. Nov. 1959
B/Schb.

Lieber Herr Ganpuley!

Betr.: India Trade Centre

Ich komme nochmals auf Ihren Brief vom 14. Oktober d.J. und Ihre Ausarbeitung vom 13.1o.1959 zurück, nachdem ich letztere über dieses Wochenende genauer studiert habe. Es freut mich, dass Sie diese nützliche Arbeit für das India Trade Centre getan haben. Ich glaube, dass dieses gut tut, Ihre Gedanken aufmerksam zu beachten und zu verwerten. Wahrscheinlich werden die Herren des India Trade Centre nicht viele solche Anregungen erhalten. Ich habe mir daher vorgenommen, in der nächsten Sitzung des Advisory Committee die Frage zu stellen, in welcher Weise die Verwertung Ihrer Arbeit erfolgt ist. Ich meine, dass es auch Aufgabe des Advisory Committee ist, sich zu erkundigen, was man mit den Beratungsergebnissen unternimmt, desto besser lässt sich dann auch die Arbeit des Advisory Committee gestalten.

Mit freundlichen Grüssen
verbleibe ich
stets Ihr

im Diktat: gez. Otto Bertram
begl.: Bertram

112

Hamburg, 29th August, 1957
Ga/IP

Dear Friends,

I welcome you here as members of the Indian Trade Delegation that has come to this country with a view to explore the possibilities of export of Indian products to Germany and to other adjacent countries. Since the end of the war quite a number of trade delegations have come to this country in official and semi-official capacity which has helped to develop the trade between these two countries to some extent. But this development, as you know well, has been for some reason or other onesided i. e. India has been having a passive trade balance to the extent of about 600 million DM This is also the case with many other industrially developed countries from where we are purchasing machinery and equipment for the development of our industry and economy.

I have come here today at the request of some of the delegates of the trade commission and also the Embassy to give you the benefit of my experience and connections which I have been able to gather in the course of the last 35 years of my stay in this country. In these years I have not lost sight of the industrial and trade development in our country, having gone there from time to time and taken an active interest in its development. As long before as 1934/35 I have moved this subject of direct trade relations with foreign countries through our own representative organizations abroad and have made my suggestions in form of a note "Plea for Indian Representation Abroad" to the general meeting of the Federation of Indian Chamber of Commerce and Industry in New Delhi. For some time there was a representative of the Chamber in Germany, but unfortunately the work done was in a half-hazard and unsystematic manner, so that we could not benefit much.

In those days when we were labouring under British rule we could not think in terms of helping our economy and had been losing great fortunes for decades by not taking ourselves any active part in the international trade which has all along passed through foreign channels. Today we have got a free hand to adjust ourselves to suit to the economy of our country. Therefore we should all try to do that what we have knowingly or unknowingly neglected all these years.

Allow me to be a little frank without attributing any motives to anyone. I would first like to know if the representative members of the delegation have come here in their private capacity as representatives of a firm which is interested in selling the products to this country or whether you have come here to investigate the overall sales of those particular commodities which you are representing.

If you have come only as private individuals you might be able to secure representative firms which might buy and sell for you and in this way you may be able to increase your turn-over. But all such efforts have always their limits. When we think in terms of Indian trade we cannot limit these activities only to a few firms. If you have come here to explore the possibilities of All India Trade then the manner in which we shall proceed will be different than if you had come to increase only individual trade and trade connections.

Germany had always been and is even today a good market for many of our products. Unfortunately we have never cared to cater for her needs, with the result that very often German industries that need the material which we have to offer had to go to other sources. Very often Indian representatives have come here to offer their products to the manufacturers, who desirous of opening direct trade relations with India, placed orders with theses representatives. But very often they were badly let down with the result that they never tried the experiment the next time and went back to their old supplier in London. You know very well the various defects of our export trade and I hope that you have come here after having taken into consideration all these drawbacks. There is a demand for Indian material on one side and on the other there is also the necessary sympathy for India from where the German industry would very much like to purchase her needs provided these are supplied correctly according to the standard samples and in the contracted time. The main complaint of the people here has been that either the quality supplied was never of a good standard and very often it has happened that the goods contracted were never supplied when the supplier in India saw some little benefit in prices in some other markets.

I have myself tried in a few of these articles and must tell you to my great shame that Indian exporters have let us down very badly. So you will see that it is not the question of the market but it is the question of proper working on the market and the supply. I may mention here some of the lines which could be of immediate interest to this country and in which business is possible if our producers and exporters could guarantee the supplies.

Manganese and Iron Ores

When I was in Delhi I met the general manager of the State Trading Corporation Private Ltd. and after my coming here I investigated the possibilities of import of these two ores in this country. I sent out my representative to the consumers of these ores who can purchase very large quantities if we can contract these with a definite agreement for the supply of the standard quality contracted for. I had written accordingly to the State Trading Corporation but have received no reply so far.

Very often because of our neglect of this market the industries have gone in search of other sources of supply or equivalent synthetic material was produced, whereby we not only create competition but stand to lose the market for all times. We have lost in this way a good deal in our trade with this country in respect of Mica, Shellac, Pepper, Caster Oil, Linseed Oil etc. etc. In 1953/54 I had tried my level best to move the Bihar Government to do something for the sale of Mica and Shellac, the important industrial products of this province in European countries. I went about in the producing centres of these materials and had an intention of putting up a representative show in Hannover at the International Exhibition. However, I saw that neither private enterprise nor the Government wanted to do anything to promote the sale of these products. There was a boom period for Mica and Pepper when America was buying in large quantities and the prices went up and the traders got fantastic prices for these articles. Naturally in this period we only concentrated our energy to the American markets and neglected the others with the result that these markets which were in need of these products went to other countries, and today we are meeting heavy competition from other sides. E. g. Sarawak or Indonesian Pepper has practically pushed out our Pepper from this market.

Some times back I was introduced in Bombay to a semi-official delegation of Kaju and Pepper producers who were going to Europe. I wanted to help them and gave them all the informations and made arrangements for them in Hamburg. However, this delegation preferred to go to Leipzig and other places in the East to sell their Kaju and Pepper, where people had not got even enough bread to eat. These are some of the experiences which could be greatly enlarged, but I do not want to do it now. I only wish to point out here that if you have come here in search of market on all India

basis I can assure you that you can find in Germany quite a substantial market if we on our part assure them a guaranteed supply position of all that we have got to offer.

What I have said to you just now are my own views and are open to corrections. I know that you have come here as representatives of business communities and Government and know perhaps better than I do what is good for our country. But even then I hope you will have patience with me and be charitable enough to agree with me where I am right.

Our country is passing today through a great financial and economical crisis brought about by various factors amongst which are the gold hoarding, just or unjust demands of lower group employees, the Utopian demands of labour and above all lack of a national outlook. You have come here with the fullest knowledge about these things and therefore I take it for granted that you will not return without having brought some relief to our fast sinking economy.

As you are looking for a steady and all-round continuous increase of All India Trade I think that the best we can do in the short time that you have at your disposal will be to set up an organization which will find the right type of representatives ofr representative firms for each sector, which will not be buyers or sellers on their own account but will be engaged in finding the interested buyers and sellers all over in Germany and on the Continent. Immediately you enter into an arrangement with only one firm which is buying and selling for you, you limit your activities and also the activities of the firm to its own capacity, whereas if the firm is a neutral one only interested in making connections and increasing the trade the scope of such a firm is extensive and ł only then we can get the fullest advantage of the market.

Every industrialist and businessman knows the value of such an agent whose only work is to work in the interest of the principals. This system is better developed in Europe and agents are the backbone of every undertaking. I can help you to find out such neutral agents or brokers. For example I know a broker in jute trade, a German connected to India by birth and to the trade for more than 35 years. He knows the jute and jute productsmarket and knows the interested buyers. Now as the German Government has invited you for this purpose and is interested in the increased imports from our country to balance at least to some extent the disparity in our trades, we shall have to ask them to make

some more concessions, that is to liberise certain articles produced in India.

I have got some very pos tive suggestions to make in this connection which I shall only do after hearing you all.

Views about Protocol and some suggestions regarding the items in annexure, submitted at the meeting of the Advisory Committee held on 15th Dec. 59.

Like last time I should like to place before the Advisory Committee to-day some of my views concerning the impending decisions which will be taken by the representatives of the two Governments in connection with Import quota for Indian goods as detailed in the annexure to the Protocol

It was good that Mr. K.B. Lall, in capacity of Director General of Foreign Trade came here and had some direct talks with the responsible officials of the German Commerce Ministry, which has resulted in certain consideration being given to India's immediate export problems, with a view to improve our trade balance with Germany on one side and to encourage us to purchase more of German machinery and technical skill, needed to build up our industrial economy on the other.

Those at higher level knowing the trend of our mutual business ought to have conferred long before to define in clear terms their policy that could have helped us to balance our trade and thereby saved us from the present anomalous position of 'To trade or not to trade'. Such conference at higher level should have preceded the number of trade delegations that came here with bags full of samples and went away without achieving any positive results. 'It is never too late to begin' is a very good proverb but if we are realistic and take into consideration the number of present interchtimental economic organisations like OECC, EEU, EUROPARAT, EWG and EFTA with their reciprocal commitments, we will have to admit that we are too late on the scene of Euro-pean recovery and it will be a wonder if we could beat only half way our German friends, with all their good wishes, to help us by purchasing more from us and thus enable us to buy from them what we badly need to develop our economy. It will be a pity if because of this adverse trade balance with Germany and our exchange bottleneck we will be forced to divert the purchase of our requirements somewhere else. Germany which has built up her shattered economy from scratch in the shortest time has definitely more to offer to us and therefore inspite of the German commitments in several directions, we shall have to find a way out of this dilemma that could lead to a beneficial co-operation.

The mutual talks crystallised in the form of present protocol covers everything that is needed to support the Indian trade with Germany but it is still not a precisely formulated final document. It is a long-term obvious wish and we shall all be happy if by the time we take one step forward, Germany is not required to move two steps backward because of her growing Inter-European, African and other world commitments. In business we know, that if one is not able to clinch a deal on the spot, one is not sure if the client will return back again. In short let at least the next meeting of the experts be close to the point of 'give and take'.

As I have already pointed out in my last note which I submitted to Advisory Committee of India Trade Centre on the 13th October, the centre of gravity for exports lies in India and depends upon following factors:-

1. A consistant Government export policy that can assure a steady development of export trade and will be in support of the initiative once taken. It may vary a little, according to demand and supply conditions created either by growing markets and vagaries of nature that restrict the production as far as natural agricultural resources are concerned, but it should not be affected on account of uncontrolled speculation.

2. Production: It has been found in practice that our production and supply position in majority of articles that we have to offer is shaky. It has to be considered whether it will not be possible to produce more, at least such articles which we can produce if there is an existing demand for it and more demand can be created by intensifying our selling efforts.

I learnt from a responsible authority that we shall have no carrots to offer to Continental markets, as our production is being taken up by USA and UK markets or we shall not be able to offer more inferior Meal as the same is required by Sugar and Starch factories and for human consumption.

I wonder if it is a right approach to national economical problem. If there is a growing demand for an article the correct attitude will be, to concentrate our efforts on more production to meet this demand, as after all we want to engage our population in a more productive progress. Everything that our human hands will produce, will mean money when we have the possibility of exchanging these products.

3. Incentive to Trade: Like export gratifications, exporters in Germany receive back certain percentages depending upon the nature of article exported. Facilities of sending out goods on consignment to maintain ready stocks in such places where there is a continuous demand for these articles. Facilities of importing necessary material either for processing or packing of the articles produced either at preferential rates or repayment of duty incurred when these products are exported.

4. The these facilities are given, certain amount of effort must be inspected in the manufacturers or producers who have become self-complacent because of the growing inland demand.

I have met personally dealers after dealers in Kerala, Bombay, Sikkim and other places and requested them to come over to Germany where I promised them every help, but without any success. As a matter of fact, they are the right type of people who should come out, for they know the line correct so well and they are the first-hand buyers from the producers.

5. Export Financing: Further it is not the case only towards export trade so much, as the finance risk of which the Indian exporter is afraid. As we ask for credit facilities while importing, the foreigners also ask for the same facilities. Our private banking institutions were not in the picture, until a few years, there is a thing like a credit insurance, and the Reserve Bank wants to see the returns in the shortest time. Exporters who are required to pay for the products in the country cannot also play the role of a banker by giving required credit, that means locking up their capital for four to six months.

For trade as well as for industrial cooperation and development the most important question will be guarantee or protection to the capital invested. In this connection I draw the particular attention to the recent agreement between Germany and Pakistan. The fear about foreign investments or foreign credits will be minimised to a great extent by creating vested interests in each other countries by alignment in trade and industry, with equal financial securities.

As regards results of the discussions of the two parties embodied in the protocol under consideration, there is but little room for any addition or correction being drawn up in a very friendly atmosphere of mutual aid and will, no doubt, be beneficial if and when actually implemented in the right spirit. Some of the more experienced members of the Advisory Committee may make some more useful suggestions to be

recorded as a supplementary t the protocol which may or may not take any effect in as much as the actual working out of the same will rest in the hands of respective officials.

I shall try to analyse and give my views only on those items mentioned in annexure on which decisions are likely to be taken in the near future by a mixed commission.

Textiles: I do not know the working of the report presented by the trade delegation which came here at the invitation of German Government in October 1957. It was headed by Mr. Bharat Ram of Delhi Cloth Mills. There were representatives of a few mills and the Secretary of the Textile Promotion Council. I was with this delegation for some time being invited by a few friends in the delegation and Secretary Handicraft Board, for which institution I had done some work. I know from one or two instances, where dealers here were ready to place some orders, but our businessmen were not at all enthusiastic about it. One very important importer of cotton greys, who was buying huge quantities regularly from Japan, wanted to give the Indian mills a trial by placing with them a substantial order for longer lengths and qualities as supplied by Japan, but the business did not materialise because we could not supply what was wanted. The question of arbitration and payment raised by the importer also remained unsolved.

Last year I happened to attend a meeting held in the Textile Commissioner's office Bombay to discuss this particular subject of textile exports to West Germany, where Mr. Bharat Ram, the leader of 1957 Delegation was the Chief Guest. The meeting, instead of discussing the possibilities of Textile Exports and finding ways and means for the same, only recorded once again the views of Mr. Bharat Ram who said that Germany demands something extraordinary which the Indian Mills cannot supply, and the meeting ended with a negative outlook for exports of Indian textiles to Germany.

I learn that since the last visit of the delegation one or two members from the Delegation tried to do some business with a few parties which they contacted, but even there no steady or satisfactory growth is reported.

If I am wrong in my statement, it is no fault of mine as one does not get any reliable information about the progress of the work of that particular delegation or the individual member who is benefitted by it.

I learned from a reliable source while in Bombay that certain mills, which have installed automatic looms are in a position to supply the greys in required length and of required texture, but their production is not enough to meet the demand. Either our manufacturers are not very much interested or they have not got the necessary production capacity, which makes them indifferent about foreign demands.

Towels: Of late India has started manufacturing and supplying towels to foreign markets. After consulting an important importer here who had substantial import licence, I wrote to two mills, which produce towels, giving them all the details. I am sorry to say that I have not even received an acknowledgement from these mills. With an attitude of this kind all the efforts to ore to new markets will be fruitless.

Further I received definite information from an importer who helped one mill to introduce its products here, that because he started to give suggestions for improvement the mill simply switched off the supply to someone else.

I do not think it was a wrong demand or advice to ask the mill to supply towels with one's better stitched and to see that there are no loose threads running in the body of the towels. But this was taken by Indian supplier as something uncalled for. The argument of the mill was that as long as we can sell things like that, where is the need of any improvement? As we still have an extensive home market, where the mill are selling their piles, they are not very particular about investigating or exploring foreign markets. Moreover, the countries round about still offer some possibilities of export of the type of products that we produce and perhaps therefore there is no particular interest for European market which demands certain better standard. Our mill owners might be complaining about Government and Govt-regulations trying to bind them down but they are neither accommodating nor cooperative beyond their own personal interests.

All the articles mentioned under cotton textiles could have only them a prospective future in these markets whom we can consolidate our supply position for such material as is required by continental market. However how many decisions could be taken by any commission that will meet with out knowing what we have got to supply and what the German or Continental market actually needs. I am of the opinion that there should be representative samples of all that we can offer in large quantities. It may happen, that what we have got to offer may not be needed by continental market either for local consumption or even for processing and hence we shall have to get samples prices and our supplying capacity of fabrics that this market can consume. For example today towel is an item that is selling but the question is again can we supply and secondly are we also prepared to manufacture as per suggestions made by the buyer?

Handloom Fabrics of cotton, wool, silk etc: As far as I can judge handloom should have got a lot but nothing constructive was done in this direction so far. When the last delegation came here, Mr. Nair who has also his own manufacture was optimistic. He even contacted a few promising buyers, but the same was not followed up either by Mr. Nair, or anyone else. I met often the Handloom Board and Promotion Council officials in Bombay. Once I even proposed to them that I was taking a stand in a textile exhibition in Hamburg, I shall display their material without any cost to them except of sending to me a representative collection of all such material which I shall choose for them and I shall submit to them an exact report of the possibilities. My request was turned down saying that they cannot entertain my offer being a private enterprise. Promotion councils have come into existence to help private enterprise in general and I therefore fail to understand the attitude towards a private enterprise that offers to help. Much could have been done by now in Handloom.

One cannot create a market for that by correspondence or a few sample cuttings and that too of a make up that American market likes. The continental taste is different and therefore the choice of the material to be displayed should suit the taste here. Either we should have our own showroom here on the lines of Handloom House in Bombay sponsored by a business man, or if efforts are made it will be possible to come to an understanding with some important furnishing or textile.../

house of the city that cater for high quality material, with a regular business contract for introducing and selling in partnership with an Indian organisation our Handloom products and furnishing materials and the like as we have in the Handloom House in Bombay.

However, for that Handloom Board should be well-equipped withsamples and supplies. When I last went to Handloom Board in Bombay for samples, it could not furnish me with any collection properly done up or even in their own stores. I was asked to make a choice from Handloom House, where I could find a good selection of varieties, which could sell here.

The first investment should be somewhere in the vicinity of 5 lacs in form of 5 to 10 bales of each variety in about 100 different varieties for display and sale at one time to be replenished immediately, when sales take place or exchanged for other patterns as the liking of the public.

This must be arranged as private business enterprise with initial facilities about credit etc., from Government or Banks and option to return back such samples as are not saleable here. All the later business will be on business lines.

This house may later on become only wholesalers, but even if they retail, their prices should be based on the wholesale price which every other dealer in the country shall get.

Only with such a display we can draw the attention of customers on declare all over and not otherwise.

As a matter of fact this procedure can be tried with every finished product that we want to market here.

Prints:- Another article which might have a good market is the prints for ladies and children dresses and garments for summer wear, printed bed and table covers as were supplied by Farukkabad in olden days. Mill made voils and other handloom fabrics as well as silk printed by hand as was done in U.P. can develop into a big business if the supply position could be properly organised. My experience was that when demand was created, no supplies were forthcoming because of the changing policy of the Government in 1950-51. Since then designs have also undergone a great change. These are to-day based entirely on American taste, whereas the designs which the people would prefer here are the old designs which U.P. used to print once but seem to have become obsolete.

To come with new designs to take orders and to supply in time is very important. No substantial business is possible for which orders are not booked in Autumn and delivery made in the early months of next year.

In the Handloom House suggested above, one can also put Kamares articles Kashmere goods and the like, as is done in Handloom House or Khadi Bhandar in Bombay. This is nothing, if properly done, compared with money spent on Exhibitions. This will be a permanent thing and will bring immediate returns. These products should either be liberalised or must have a substantial import quota of a few millions. Naturally, all the demand for quota or liberalising of our material will have an intrinsic value when we are in a position to take full advantage of the facilities that German Government may offer as a result of our discussions and in view of future better understanding between the two countries.

HANDICRAFTS

As I have worked on this subject for many years and have helped to run one handicrafts Stores in Zürich since 1950, I think I have gained enough experience which may be of benefit to those interested in development and promotion of this line.

The first and the foremost thing to which I should like to draw particular attention is, that Handicraft should be given its proper place and should not be treated as an article of Mass Machine production.

It will sell well and fetch better price, which it ought to, considering it to be a product of Handwork. In Europe where daily wages of a trained worker are so high every buyer knows the value of a Handwork, has certain appreciation for it, and like to possess it as a piece of art.

There are already many cheap reproductions of Brass-ware, Silk and cotton prints made on machines, with which our Handicraft cannot and should not try to compete.

Handicraft must be given an exclusive note of its own and for that reason it will be better if we do not try to cheapen it by placing it together with other mass articles in a department Stores and all kinds of shops. In Europe there are exclusive shops and dealers in such types of goods. Those interested in buying something of exclusive type to decorate their houses or for presentation purposes invariably visit such shops from where they purchase these requirements which has its own special and psychological character, for which people readily pay a better price.

Therefore, the question is whether we should help our Handworker to get better price for his work and make him produce more artistic things or make him earn lesser wages by creating competition by producing cheaper and bad material.

I had a talk with one or two influential dealers in this line, particularly with Dr. Schungel of Tee HAAS, Awelknown house dealing mainly in Handicrafts from all parts of the world and also Tea. The name of this firm carries some weight in this line and for anything exclusive and good people go to the shops of TEE HAAS.

According to my information, very recently Indian Government invited some men from cheap departmental stores in Zürich and have opened a large show of Handicrafts in their stores. Perhaps due to the coming Xmas season and as a result of very costly opening advertisement, people might buy certain quantities of our handicrafts, but I doubt if that will be a continuous business, which will help to improve the quality by securing for our Handworkers a better price.

Men like Dr. Schüngel who have grown old in this trade are also prepared to cooperate on the same terms which our Government might have offered to Globus departmental stores in Zürich but then we shall have at least the guarantee that handicraft will not be degraded to an article of Mass production. It will be valued better and will also fetch a better price. It is not at all necessary to bring down the prices of handicraft articles and to give it a stamp of mass production. It will be better if it could keep its individuality and is improved instead of cheapened and made inferior.

Handicraft is not an every day article but an article of individual fancy, hobby and liking for which one is always prepared to pay more. Naturally therefore their sales are also limited, and hence it stands to reason that anyone wanting to deal in it will look to it that it fetches better price.

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This can be only helped, if the proposed centres by Handicrafts Export-Corporation are set up with a complete range of representative samples with prices.
These representative samples should be either from first class manufacturers, or dealers who are experienced in the business, and the dealings should be direct with these firms, as done by Japanese Trade Centre here.

This is in connection with handicrafts like Brass goods, Ivory Hornware, Wooden goods. As regards Silk, Printed cotton and silk, I am putting down my views under textiles.

At leasst about DM 500.000 worth of the above type of goods should be saleable in Germany in the course of the year.

Coir Fibre, Yarn and Products

This is one of the very important articles of export and needs more concentrated effort not only for increased sale, but also to keep to our present export level.

As for as yarn is concerned, Germany is buying its present requirements from India, but even this trade needs more intensive study and efforts on the part of Government and Industry to improve the quality and to bring down the prices by utilising the bye-products or otherwise we shall slowly loose this trade on account of competition from other countries and use of other fibres.

Coconut as it is taken out from the tree can be used entirely without any waste.

The first is fibre, which is turned into yarn, mats and matting. Fibre material of shorter lengths has also demand in the country and for export. Then there is the residue and shaving from the shell which can be made into first class press boards, the shells for first class raw material for activated carbon, and then the nut as oil fruit.

Only the complete utilisation of coconut can cheapen the cost of yarn and yarn products.

As regards export of yarn products to Germany there is still enough room and it will be only befitting in the present scheme that this product which we can offer gets a preferential treatment. At present this falls under the global quota and is being imported from India against import licences issued.

Out of the total imports into Germany of coir mats amounting to 4572.6 tons, the direct import from India was only 439.4 tons. The reason for the small import from India was due to the fact that practically 4100 tons of mats and mattings came from Belgium, Holland Italy and France. This is one glaring example confirming my statement as to how the present inter-European agreement can affect Indian trade inspite of all the good will.

India can supply the standard good quality required by the market, India can offer competitive prices and as such it will be in all fairness and keeping in with the spirit of supporting India's trade to Germany, that coir products be either liberalised or Indian import quota is substantially increased.

In GATT Conferences the liberalising of these products is not considered favourably on the ground of protecting the industry, which also employs blind and cripple people.

We have absolutely nothing to say against this, even though the protection of physically disabled is the affair of social welfare and it is not only in this industry, but such people are engaged in almost all the industries, including firms like Siemens and Mercedes Benz.

If for any other reasons the liberalising is being put off, at least let there be a more liberal licensing policy, in which Indian firms, even though new, should get a preferential treatment in support of the idea of creating joint concerns as only then Indian interests could be better represented.

The present licensing policy [illegible] somehow or other even the established importers are dissatisfied with it, and are loosing interest for imports from India.

I visited a few important old import houses in the city. They told me of the type of work they are required to do to bring together enough licences to make direct imports from India worth their trouble. They were frank in admitting that when they can get whatever they need by a phone across the border from their EPG friends and can pay them after 90 days, why should they worry about imports from India if with the small licences they get they are not able to cover even the expenses.

Indian manufacturers and dealers can also maintain stocks here if they have sufficient licences and can satisfy their customers by prompt supplies as it is done from Holland or elsewhere.

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Raw, roasted and salted Cashew, Peanuts

Export of almonds from India is out of question but the line of walnuts can be conveniently added to it.

Cashew needs a little more propaganda to develop a taste for it. It is surely a good nut but it has got certain defects, which one has to get over to make it more popular.

In this direction attempts are already being made by well-known Indian firms in close cooperation with an established house in Germany. This is a type of cooperation about which there is a mention made in the protocol.

This firm has already started experiments wherewith to make cashew seed more lasting and useful for industry apart from home consumption.

In the same way our walnut will also need some treatment to make it more fit for this market.

Peanuts as such are already well introduced in the market but not from India. This article if properly treated and presented could be a good selling line. Its roasting, salting and packing, if properly carried out, it will have increased demand.

However, the proposed quota of 500,000 is too small, supposing this concern, which has now taken upon it to investigate the possibilities and is also prepared to do all the spade work and set up a sales organisation, can only import 300,000 out of the sum earmarked, it will not even be enough to meet their expenses if they were to earn 10 % gross on the imported price which comes to about 2500 per month.

Therefore under the heading cashew, peanuts and walnuts, there ought to be a figure of few millions, instead of 500,000.

At least here is an article that we have got to supply in required quantity regularly.

Canned Vegetables:

The food delegation which was here sometimes back, headed by

Mr. Mehta of Food Ministry, went round the market and found that it will not be possible for them to supply any tinned vegetables which are in demand here, like peas, beans, carrots, spinach, asparagus and the like. Their packing and freight charges are higher than the price at which these are sold here.

Canned Fruit

like pineapples, orange, grapefruit, tomato, pears or plums were all found out of reach for Indian canner to export. The great bottlenecks in this trade are the cost of sugar, the cost of packing and the freigh Packing and freight form a very serious part, not only for this, but for many other articles.

The quota of one million proposed is in my opinion out of any proportion and might be a bad bargain. Germany may willingly accept but then, if we cannot supply, we shall not have helped our cause in any way.

There are other Indian fruits which could be canned and exported, without foreign competition. But that means a rich fruit-canning industry that can plan ahead and has the means to invest and wait for results. These fruits are Guava, which grows in plenty and is rich in Vitamin C contents. Finest jelly can be made from it.

Chikoo, a sweet fruit that grows in abundance all round the year and can be canned like pears.

Leechi, Jackfruit, papaya, then there is Mango, which can and is being canned in large scale but needs proper care and introduction. If it catches the fancy of the public, tinned mango can be an article in the tinned-fruit-trade, which has some future, as far as Indian canned fruit export is concerned.

Vegetable Oils: Germany or as a matter of fact whole of the continent could be safely considered as buyers for vegetable oils and fats in any form. The question is that of steady supply with a view to build up and keep the market. Regarding vegetable oils and seeds our policy had been always very uncertain so that there was no continuous demand or supply. Whenever there was anything free, it was offered and sold if the prices were based on ruling world market.

Business in this line can be conveniently in few millions if we have the capacity to offer and if our prices are favourably maintaining a good standard.

In order to keep the foreign markets in our hands we should as far as possible try to maintain the continuity of supply, even if at times the prices are against us. If we could set aside at least certain percentage for good consuming markets our business with such markets will always show better results.

With this I have tried to touch almost all the items in the annexure about which I had gained some experience in the course of time.

Hamburg-Landsbek,
15th December, 1959

N. Ganguley

Views about Protocol and some suggestions re arding the items in annexure, submitted at the meeting of the Advisory Committee held on 15th Dec. 59.

Like last time I should like to place before the Advisory Committee to-day some of my views concerning the intending decisions which will be taken by the representatives of the two Governments in connection with Import quota for Indian goods as detailed in the annexure to the Protocol.

It was good that Mr. M.B. Lall, in capacity of Director General of Foreign Trade came here and had some direct talks with the responsible officials of the German Commerce Ministry, which has resulted in certain consideration being given to India's immediate export problems, with a view to improve our trade balance with Germany on one side and to encourage us to purchase more of German machinery and technical skill, needed to build up our industrial economy on the other.

These at higher level covering the whole of our mutual business ought to have come here long before to define in clear terms their policy that could have helped us to balance our trade and thereby saved us from the present anomalous position of 'To trade or not to trade'. Such conference at higher level should have preceded the number of trade delegations that came here with bags full of samples and went away without achieving any positive results. 'It is never too late to begin' is a very good proverb but if we are more realistic and take into consideration the number of present intercontinental economic organisations like OECD, EEU, EUROPARAT, EEG and EFTA with their reciprocal commitments, we will have to admit that we are too late on the scene of European recovery and it will be a wonder if we could meet only half way our German friends, with all their good wishes, to help us by purchasing more from us and thus enable us to buy from them what we badly need to develop our economy. It will be a pity if because of this adverse trade balance with Germany and our shortage of foreign exchange we will be forced to divert the purchase of our requirements somewhere else. Germany which has built up her shattered economy from scratch in the shortest time has definitely more to offer to us and therefore inspite of the German commitments in several directions, we shall have to find a way out of this dilemma that could lead to a beneficial co operation.

The mutual talks crystallised in the form of present protocol covers everything that is needed to support the Indian trade with Germany but it is still not a precisely formulated final document. It is a long-term pious wish and we shall all be happy if by the time we take one step forward, Germany is not required to move two steps backward because of her growing Inter-European, African and other world commitments. In business we know, that if one is not able to clinch a deal on the spot, one is not sure if the client will return back again. In short let us at the next meeting of the experts be more to the point of 'give and take'.

As I have already pointed out in my last note which I submitted to Advisory Committee of India Trade Centre on the 13th October, the centre of gravity for exports lies in India and depends upon following factors:-

1. A consistent Government export policy that can assure a steady development of export trade and will be in support of the initiative once taken. It may vary a little, according to demand and supply conditions created either by growing markets and vagaries of nature that restrict the production as far as natural agricultural resources are concerned, but it should not be affected on account of uncontrolled speculation.

2. Production: It has been found in practice that our production and supply position in majority of articles that we have to offer is quite tight. It has to be considered whether it will not be possible to produce more, at least such articles which we can produce if there is an existing demand for it and more demand can be created by intensifying our selling efforts.

I learnt from a responsible authority that we shall have no markets to offer to the continental markets, as our production is either used by US. and UK markets or we shall not be able to offer more unless as the same is required by us and steel factories and for our own consumption.

I wonder if it is a right approach to continental economical problem. If there is a growing demand for an article the correct attitude will be, to concentrate our efforts on more production to meet this demand, as after all we want to engage our population in productive process. Everything that our human hands will produce, will find many where we have the possibility of exchanging these products.

3. Incentive to Trade: Like export gratifications, exporters in Germany receive back certain percentages depending upon the nature of article exported. Facilities of sending out goods on consignment to maintain ready stocks in such places where there is a continuous demand for those articles. Facilities for importing necessary material at cheaper rates for processing or packing of the articles produced either at reduced rates or remedy entire duty incurred when these products are exported.

4. When these facilities are given, certain amount of export must be insisted by the manufacturers or producers who have been self-sufficient because of the growing internal demand.

I have met personally dealers after dealers in Bombay, Calcutta and their agents and requested them to come over to Germany where I promised them every help, but without any success. As matter of fact, they are the right type of people who should come out, as they know the whole market so well and they are the first-hand buyers from the producers.

5. Export Financing: Perhaps it is not the case why they turn down export trade so much, is the finance risk of which the Indian exporter is afraid. As well as for credit facilities while importing, the foreigners also ask for the same facilities. Our private banking institutions were not in the picture, until a few years, there is nothing like export insurance, nor the reserve Bank wants to see the returns in the shortest time. Export agents were required to pay for the products in the country concerned only the role of a banker by giving required credit, that is not locking up their capital for four to six months.

For trade as well as for industrial cooperation and development the most important question will be guarantee or protection to the capital invested. In this connection I draw the particular attention to the recent agreement between Germany and Pakistan. The flow of foreign investments or foreign credits will be minimised to a great extent by creating vested interests in each other countries by alignment in trade and industry, with equal financial securities.

As regards results of the discussions of the two months, embodied in the protocol under consideration, there is but little room for any additions or corrections being drawn up in a very friendly atmosphere of mutual aid and will, no doubt, be beneficial if and when actually implemented in the right spirit. Some of the more experienced members of the Advisory Committee may make some more useful suggestions to be

recorded as a supplementary to the protocol which may or may not take any effect in as much as the actual working out of the same will rest in the hands of respective officials.

I shall try to analyse and give my views only on those items mentioned in annexure on which decisions are likely to be taken in the near future by a mixed commission.

Textiles: I do not know the working of the report presented by the trade delegation which came here at the invitation of German Government in October 1957. It was headed by Mr. Bharat Ram of Delhi Cloth Mills. There were representatives of a few mills and the Secretary of the Textile Promotion Council. I was with this delegation for some time being invited by a few friends in the delegation and Secretary Handicraft Board, for which institution I had done some work. I know from one or two instances, where dealers here were ready to place some orders, but our businessmen were not at all enthusiastic about it. One very important importer of cotton greys, who was buying huge quantities regularly from Japan, wanted to give the Indian mills a trial by placing with them a substantial order for longer lengths and qualities as supplied by Japan, but the business did not materialise because we could not supply what was wanted. The question of arbitration and payment raised by the importer also remained unsolved.

Last year I happened to attend a meeting held in the Textile Commissioner's office Bombay to discuss this particular subject of textile exports to West Germany, where Mr. Bharat Ram, the leader of 1957 Delegation was the Chief Guest. The meeting, instead of discussing the possibilities of Textile Exports and finding ways and means for the same, only recorded once again the views of Mr. Bharat Ram who said that Germany demands something extraordinary which the Indian Mills cannot supply, and the meeting ended with a negative outlook for exports of Indian textiles to Germany.

I learn that since the last visit of the delegation one or two members from the Delegation tried to do some business with a few parties which they contacted, but even there no steady or satisfactory growth is reported.

If I am wrong in my statement, it is no fault of mine as one does not get any reliable information about the progress of the work of that particular delegation or the individual member who is benefitted by it.

I learned from a reliable source while in Bombay that certain mills, which have installed automatic looms are in a position to supply the greys in required length and of required texture, but their production is not enough to meet the demand. Either our manufacturers are not very much interested or they have not got the necessary production capacity, which makes them indifferent about foreign demands.

Towels: Of late India has started manufacturing and supplying towels to foreign markets. After consulting an important importer here who had substantial import licence, I wrote to two mills, which produce towels, giving them all the details. I am sorry to say that I have not even received an acknowledgement from these mills. With an attitude of this kind all the efforts to create new markets will be fruitless.

Further I received definite information from importers who helped one mill to introduce its products here, that because he started to give suggestions for improvement the mill simply switched off the supply to someone else.

I do not think it was a wrong demand or advice to ask the mill to supply towels with ends better stitched and to see that there are no loose threads running in the body of the towels. But this was taken by Indian supplier as something uncalled for. The argument of the mill was that as long as we can sell things like that, where is the need of any improvement? As we still have an extensive home market, where the mills are making their piles, they are not very particular about investigating or exploring foreign markets. Moreover, the countries round about still offer some possibilities of export of the type of products that we produce and perhaps therefore there is no particular interest for European market which demands certain better standard. Our Mill owners might be complaining about Government and Govt. regulations trying to bind them down but they are neither accommodating nor cooperative beyond their own personal interests.

All the articles mentioned under cotton textiles could have only then a prospective future in these markets when we can consolidate our supply position for such material as is required by continental market. I wonder how any decision could be taken by any commission that will meet without knowing that we have got to supply and what the German or Continental market actually needs. I am of the opinion that there should be representative samples of all that we can offer in large quantities. It may happen, that what we have got to offer may not be needed by continental market either for local consumption or even for processing and hence we shall have to get samples prices and our supplying capacity of fabrics that this market can consume. For example today towel is an item that is selling but the question is again can we supply and secondly are we also prepared to manufacture as per suggestions made by the buyer?

Handloom Fabrics of cotton, wool, silk etc: As far as I can judge Handloom should have good sale but nothing constructive was done in this direction so far. When the last delegation came here, Mr. Nair who has also his own manufacture was optimistic. He even contacted a few promising buyers, but the same was not followed up either by Mr. Nair, or anyone else. I met often the Handloom Board and Promotion Council officials in Bombay. Once I even proposed to them that I was taking a stand in a textile exhibition in Hamburg, I shall display their material without any cost to them except of sending to me a representative collection of all such material which I shall choose for them and I shall submit to them an exact report of the possibilities. My request was turned down saying that they cannot entertain my offer being a private enterprise. Promotion councils have come into existence to help private enterprise in general and I therefore fail to understand the attitude towards a private enterprise that offers to help. Much could have been done by now in Handloom.

One cannot create a market for that by correspondence or a few sample cuttings but that too of a make up that American market likes. The continental taste is different and therefore the choice of the material to be displayed should suit the taste here. Either we should have our own showroom here on the lines of Handloom House in Bombay sponsored by a businessman, or if efforts are made it will be possible to come to an understanding with some important furnishing or textile...

house of the city that cater for high quality material, with a regular business contract for introducing and selling in partnership with an Indian organisation our Handloom products and furnishing materials and the like as we have in the Handloom House in Bombay.

However, for that Handloom Board should be well-equipped withsamples and supplies. When I last went to Handloom Board in Bombay for samples, it could not furnish me with any collection properly done up or even in their own stores. I was asked to make a choice from Handloom House, wher I could find a good selection of varieties, which could sell here.

The first investment should be somewhere in the vicinity of 5 lacs in form of 5 to 10 bales of each variety in about 100 different varieties for display and sale at one time to be replenished immediately, when sale take place or exchanged for other patterns as the liking of the public.

This must be arranged as private business enterprise with initial facilities about credit etc., from Government or Banks and option to return back such samples as are not saleable here. All the later busines will be on business lines.

This house may later on become only wholesalers, but even if they retail, their prices should be based on the wholesale price which every other dealer in the country shall get.

Only with such a display we can draw the attention of customers and declare all over and not otherwise.

As a matter of fact this procedure can be tried with every finished product that we want to market here.

Prints:- Another article which might have a good market is the prints for ladies and children dresses and garments for summer year, printed bed and table covers as were supplied by Farukhabad in olden days. Mill made voils and other handloom fabrics as well as silk printed by hand as was done in U.P. can develop into a big business if the supply position could be properly organised. My experience was that when demand was created, no supplies were forthcoming because of the changing policy of the Government in 1950-51. Since then designs have also undergone a great change. These are to-day based entirely on American taste, whereas the designs which the people would prefer here are the old designs which U.P. used to print once but seem to have become absolete.

To come with new designs to take orders and to supply in time is very important. No substantial business is possible for which orders are not booked in Autumn and delivery made in the early months of next year.

In the Handloom House suggested above, one can also put Kamares articles Kashmere goods and the like, as is done in Handloom House or Khadi Bhandar in Bombay. This is nothing, if properly done, compared with money spent on Exhibitions. This will be a permanent thing and will bring immediate returns. These products should either be liberalised or must have a substantial import quota of a few millions. Naturally, all the demand for quota or liberalising of our material will have an intrinsic value when we are in a position to take full advantage of the facilities that German Government may offer as a result of our discussions and in view of future better understanding between the two countries.

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In this direction attempts are already being made by well-known Indian firms in close cooperation with an established house in Germany. This is a type of cooperation about which there is a mention made in the protocol.

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In the same way our walnut will also need some treatment to make it more fit for this market.

Peanuts as such are already well introduced in the market but not from India. This article if properly treated and presented could be a good selling line. Its roasting, salting and packing, if properly carried out, it will have increased demand.

However, the proposed quota of 500,000 is too small, supposing this concern, which has now taken upon it to investigate the possibilities and is also prepared to do all the spade work and set up a sales organisation, can only import 300,000 out of the sum earmarked, it will not even be enough to meet their expenses if they were to earn 10 % gross on the imported price which comes to about 2500 per month.

Therefore under the heading cashew, peanuts and walnuts, there ought to be a figure of few millions, instead of 500,000.

At least here is an article that we have got to supply in required quantity regularly.

Canned Vegetables:

The food delegation which was here sometimes back, headed by

Mr. Mehta of Food Ministry, went round the market and found that it will not be possible for them to supply any tinned vegetables which are in demand here, like peas, beans, carrots, spinach, asparagus and the like. Their packing and freight charges are higher than the price at which these are sold here.

Canned Fruit

Like pineapples, orange, grapefruit, tomato, pears or litchis were all found out of reach for Indian canner to export. The root bottlenecks in this trade are the cost of sugar, the cost of packing and the freight. Packing and freight form very serious part, not only for this, but for many other articles.

The water where pineapple processed is in my opinion cost of any proportion and might be a bad bargain. For any way unwisely accept but then, if we can not supply, we shall not even chance come across in any way.

There are other Indian fruits which could be canned and exported, without foreign competition. But there is such a rich fruit-canning industry that canning does not seem to invest with quick results. Those fruits are Guava, which grows in plenty and is rich in Vitamin C contents. Market really speaks for it.

Chikoo, a sweet fruit that grows in every place all round the year can be canned like pears.

Leechi, Jackfruit, berry, then there is mango, which can and is being canned in large scale but means for any improvement. If it catches the fancy of the public, tinned mango will be a article in the tin of fruit-trade, which has a future, as far as Indian canned fruit export is concerned.

Vegetable Oils: Our any export of fruit and vegetable oil to the continent could be safely encouraged by ways for vegetable oils and fats in any form. The question is that of steady supply with a view to build up confidence the export. Our export vegetable oils and seeds under policy has been always very uncertain so that there was no continuous flow of our supply. Whenever there was anything free, it was offered and sold if the prices were based on world price.

Business in this line can be conveniently a few millions if we have the capacity to offer and if our prices come favourably out taking into account.

In order to see the foreign markets in our interest we should as far as possible try to maintain the continuity of supply, even if at times the prices are not attractive. If we could at least maintain percentage for a few years exports in connection with such markets will always show better results.

With this I have tried to touch almost all the items in the measure about which I had gained some experience in the course of time.

Yours sincerely,
15th December, 1959

N. Gowaley

Views about Protocol and some suggestions regarding the items in annexure, submitted at the meeting of the Advisory Committee held on 15th Dec. 59.

Like last time I should like to place before the Advisory Committee to-day some of my views concerning the impending decisions which will be taken by the representatives of the two Governments in connection with Import quota for Indian goods as detailed in the annexure to the Protocol.

It was good that Mr. K.B. Lall, in capacity of Director General of Foreign Trade came here and had some direct talks with the responsible officials of the German Commerce Ministry, which has resulted in certain consideration being given to India's immediate export problems, with a view to improve our trade balance with Germany on one side and to encourage us to purchase more of German machinery and technical skill, needed to build up our industrial economy on the other.

Those at higher level knowing the trend of our mutual business ought to have conferred long before to define in clear terms their policy that could have helped us to balance our trade and thereby saved us from the present anomalous position of 'To trade or not to Trade'. Such conference at higher level should have preceded the number of trade delegations that came here with bags full of samples and went away without achieving any positive results. 'It is never too late to begin' is a very good proverb but if we are more realistic and take into consideration the number of present intercontinental economic organisations like OEEC, WEU, EUROPARAT, EWG and EFTA with their reciprocal commitments, we will have to admit that we are too late on the scene of European recovery and it will be a wonder if we could meet only half way our German friends, with all their good wishes, to help us by purchasing more from us and thus enable us to buy from them what we badly need to develop our economy. It will be a pity if because of this adverse trade balance with Germany and our exchange bottleneck we will be forced to divert the purchase of our requirements somewhere else. Germany which has built up her shattered economy from scratch in the shortest time has definitely more to offer to us and therefore inspite of the German commitments in several directions, we shall have to find a way out of this dilemma that could lead to a beneficial cooperation.

The mutual talks crystalised in the form of present protocol covers everything that is needed to support the Indian trade with Germany but it is still not a precisely formulated final document. It is a long-term pious wish and we shall all be happy if by the time we take one step forward, Germany is not required to move two steps backward because of her growing Inter-European, African and other world commitments. In business we know, that if one is not able to clinch a deal on the spot, one is not sure if the client will return back again. In short let at least the next meeting of the experts be given to the point of 'give and take'.

As I have already pointed out in my last note which I submitted to Advisory Committee of India Trade Centre on the 13th October, the centre of gravity for exports lies in India and depends upon following factors:-

1. A consistant Government export policy that can assure a steady development of export trade and will be in support of the initiative once taken. It may vary a little, according to demand and supply conditions created either by growing markets and vagaries of nature that restrict the production as far as natural agricultural resources are concerned, but it should not be affected on account of uncontrolled speculation.

2. Production: It has been found in practice that our production and supply position in majority of articles that we have to offer is shaky. It has to be considered whether it will not be possible to produce more, at least such articles which we can produce if there is an existing demand for it and more demand can be created by intensifying our selling efforts.

I learnt from a responsible authority that we shall have no carrots to offer to continental markets, as our production is being taken up by USA and UK markets or we shall not be able to offer more canned meat as the same is required by Ludhiana starch factories and for human consumption.

I wonder if it is a right approach to particular technical problem. If there is a growing demand for an article the correct attitude will be, to concentrate our efforts on more production to meet this demand, as after all we want to engage our capital in productive process. Everything that our human hands will produce, will sell easily when we have the possibility of exchanging these products.

3. Incentive to Trade: Like export promotion schemes, exporters in Germany receive back certain percentages depending upon the nature of article exported. Facilities of sending out goods on consignment to certain ready stocks in such places where there is a certain demand for these articles. Facilities of importing necessary material either for processing or finishing of the articles produced either at preferential rates or remission of duty incurred when these products are exported.

4. When these facilities are given, certainly export must be increased as the manufacturers or producers will have to sell cheap because of the growing industrialisation.

I have met personally dealers after my visits in Karachi, Bombay, Bihar and other places and requested them to come over to Germany where I promised them every help, but without any success. As a matter of fact, they are the right type of people who should come out, as they know the trade correct so well and they are the first-hand buyers from the producers.

5. Export Financing: Perhaps it is not the duty towards export trade as such, as the finance risk of which the Indian exporter is afraid. As we ask for credit facilities while importing, the foreigners also look for the sale facilities. Our private banking institutions were not in the picture, until a few years, there is something like export insurance, and the Reserve Bank wants to see the returns in the shortest time. Exporters who are required to pay for the products in the country cannot also play the role of a banker by giving required credit, that means locking up their capital for four to six months.

For trade as well as for industrial cooperation encouragement the most important question will be guarantee for protection to the capital invested. In this connection I draw the particular attention to the recent agreement between Germany and Pakistan. The fear about foreign investments or foreign credits will be minimised to a great extent by creating vested interests in each other countries by alignment in trade and industry, with equal financial securities.

As regards results of the discussions of the two parties embodied in the protocol under consideration, there is but little room for any additions or corrections being drawn up in a very friendly atmosphere of mutual aid and will, no doubt, be beneficial if one when actually implemented in the right spirit. Some of the more experienced members of the Advisory Committee may make some more useful suggestions to be

recorded as a supplementary t the protocol which may or may not take any effect in as much as the actual working out of the same will rest in the hands of respective officials.

I shall try to analyse and give my views only on those items mentioned in annexure on which decisions are likely to be taken in the near future by a mixed commission.

Textiles: I do not know the working of the report presented by the trade delegation which came here at the invitation of German Government in October 1957. It was headed by Mr. Bharat Ram of Delhi Cloth Mills. There were representatives of a few mills and the Secretary of the Textile Promotion Council. I was with this delegation for some time being invited by a few friends in the delegation and Secretary Handicraft Board, for which institution I had done some work. I know from one or two instances, where dealers here were ready to place some orders, but our businessmen were not at all enthusiastic about it. One very important importer of cotton greys, who was buying huge quantities regularly from Japan, wanted to give the Indian mills a trial by placing with them a substantial order for longer lengths and qualities as supplied by Japan, but the business did not materialise because we could not supply what was wanted. The question of arbitration and payment raised by the importer also remained unsolved.

Last year I happened to attend a meeting held in the Textile Commissioner's office Bombay to discuss this particular subject of textile exports to West Germany, where Mr. Bharat Ram, the leader of 1957 Delegation was the Chief Guest. The meeting, instead of discussing the possibilities of Textile Exports and finding ways and means for the same, only recorded once again the views of Mr. Bharat Ram who said that Germany demands something extraordinary which the Indian mills cannot supply, and the meeting ended with a negative outlook for exports of Indian textiles to Germany.

I learn that since the last visit of the delegation one or two members from the Delegation tried to do some business with a few parties which they contacted, but even there no steady or satisfactory growth is reported.

If I am wrong in my statement, it is no fault of mine as one does not get any reliable information about the progress of the work of that particular delegation or the individual member who is benefitted by it.

I learned from a reliable source while in Bombay that certain mills, which have installed automatic looms are in a position to supply the greys in required length and of required texture, but their production is not enough to meet the demand. Either our manufacturers are not very much interested or they have not got the necessary production capacity, which makes them indifferent about foreign demands.

Towels: Of late India has started manufacturing and supplying towels to foreign markets. After consulting an important importer here who had substantial import licence, I wrote to two mills, which produce towels, giving them all the details. I am sorry to say that I have not even received an acknowledgement from these mills. With an attitude of this kind all the efforts to create new markets will be fruitless.

Further I received definite hint from the importer who helped one mill to introduce its products here, that because he started to give suggestions for improvement the mill simply switched off the supply to someone else.

I don't think it was a wrong demand for mills to ask the mill to supply towels with cotton stitched at the ends so that there are no loose threads running in the body of the towels. But this was taken by Indian supplier as something unusual for. The argument of the mill was that as long as we can sell things like that, where is the need of any improvement? As we still have an extensive home market, there the mills are making their piles, they are not very particular about investigating or exploring foreign markets. Moreover, the countries around about still offer some possibilities of export of the type of products that we produce particularly therefore there is no particular interest for European market which demands certain better standard. Our mill owners might be complaining about government and Govt-regulations trying to bind them down but they are neither keen pointing out or constructive hints for their own personal interests.

All the articles mentioned under cotton textiles could have only then a prospective future in these markets when we can simplify our supply position for such material as is required by continental market. Low exchange may possibly could be taken by any action that will meet with out knowing that we have got to supply how much the German or Continental market actually needs. I am of the opinion that there should be representative samples of all that we can offer in large quantities. It may happen, that what we have got to offer may not be needed by continental market either for local consumption or even for re-processing but hence we shall have to get some basic prices and our supplying capacity of fabrics that is in great demand.

For example today towel is an item that is selling but the question is again can we supply that actually and we also must study the manufacture design suggestions made by the buyer?

Sample of Fabrics of cotton, wool, silk etc: As far as I can judge, efforts should have gone but a thing constructive was done in this direction so far. When the last delegation came here, Mr. Nair who has also his own manufacture was optimistic. He even contacted few promising buyers, but the thing apparently fizzled up either by Mr. Nair, or anyone else. In most often the textile export Promotion Council of India in Bombay. Once I even proposed to them that I was having a stand in a textile exhibition in Germany, I should display their material without any cost to them except of sending to me a representative collection of all some material to be, I shall choose for them and I shall submit to the concerned report of the possibilities. My request was turned down saying that they cannot entertain any offer being a private enterprise. Promotion councils have come into existence to help private enterprise in general and I therefore fail to understand the attitude towards a private enterprise that offers to help. Such could have been done by now in Germany.

One cannot create a market for that by a request once or a few simple cuttings but the style of a trade magazine in Europe likes. The continental taste is different and therefore the choice of the material to be displayed should suit the taste here. Rather we should have our own showroom here on the lines of Tomfil showroom in Bombay organised by a business firm, or if efforts are made it will be possible to create the understanding with some important furnishing or textile....

house of the city that cater for high quality material, with a regular business contract for introducing and selling in partnership with an Indian organisation our handloom products and furnishing materials and the like as we have in the Handloom House in Bombay.

However, for that Handloom Board should be well-equipped with samples and supplies. When I last went to Handloom Board in Bombay for samples, it could not furnish me with any collection properly done up or even in their own stores. I was asked to make a choice from Handloom House, where I could find a good selection of varieties, which could sell here.

The first investment should be somewhere in the vicinity of 5 lacs in form of 5 to 10 bales of each variety in about 100 different varieties for display and sale at one time to be replenished immediately, when sale takes place or exchanged for other patterns as the liking of the public.

This must be arranged as private business enterprise with initial facilities about credit etc., from Government or Banks and option to return back such samples as are not saleable here. All the later business will be on business lines.

This house may later on become only wholesalers, but even if they retail, their prices should be based on the wholesale price which every other dealer in the country shall get.

Only with such a display we can draw the attention of customers and declare all over and not otherwise.

As a matter of fact this procedure can be tried with every finished product that we want to market here.

Prints:- Another article which might have a good market is the prints for ladies and children dresses and garments for summer wear, printed on suitable covers as were supplied by Haruzarbhai in olden days. All sorts of voiles and other synthetic fabrics as well as silk printed by screen as was done in U.P. can develop into a big business, if the supply position could be properly organised. My experience was that when demand was created, no samples were forthcoming because of the changing policy of the Government in 1950-51. Since then designs have also undergone a great change. These are to-day based entirely on American taste, whereas the designs which the people will prefer here are the old designs which U.P. used to print once but seem to have been done away to.

To cope with new designs to trade orders and to supply in time is very important. No substantial business is possible for which orders are not to be booked in autumn for delivery made in the early months of next year.

In the handloom house suggested above, one can also get cashmere articles, cashmere goods and the like, as is done in Handloom House or Khadi Bhandar in Bombay. This is nothing, if properly done, compared with money spent on Exhibitions. This will be a better thing and will bring immediate returns. These products should either be liberalised or must have a substantial import quota of a few millions. Naturally, all these quotas or liberalising of raw material will have an intrinsic value which we are in a position to take full advantage of the facilities that German Government may offer as a result of our discussions and in view of future better understanding between the two countries.

HANDICRAFT

As I have worked on this subject for many years and have helped to run one handicrafts Stores in Zurich since 1950, I think I have gained enough experience which may be of benefit to those interested in development and promotion of this line.

The first and the foremost thing to which I should like to draw particular attention is, that Handicraft should be given its proper place and should not be treated as an article of Mass Machine production.

It will sell well and fetch better price, which it ought to, considering it to be a product of Handwork. In Europe where daily wages of a trained worker are so high every buyer knows the value of a Handwork, has certain appreciation for it, and like to possess it as a piece of art.

There are already many cheap reproductions of Brass-ware, Silk and cotton prints made on machines, with which our Handicraft cannot and should not try to compete.

Handicraft must be given an exclusive note of its own and for that reason it will be better if we do not try to cheapen it by placing it together with other mass articles in a department Stores and all kinds of shops. In Europe there are exclusive shops and dealers in such types of goods. Those interested in buying something of exclusive type to decorate their houses or for presentation purposes invariably visit such shops from where they purchase these requirements which has its own special and psychological character, for which people readily pay a better price.

Therefore, the question is whether we should help our Handworker to get better price for his work and make him produce more artistic things or make him earn lesser wages by creating competition by producing cheaper and bad material.

I had a talk with one or two influential dealers in this line particularly with Dr. Schungel of Tee HAAS, Awelknown house dealing mainly in Handicrafts from all parts of the world and also Tea. The name of this firm carries some weight in this line and for anything exclusive and good people go to the shops of TEE HAAS.

According to my information, very recently Indian Government invited some men from cheap departmental stores in Zurich and have opened a large show of Handicrafts in their stores. Perhaps due to the coming Xmas season and as a result of very costly opening advertisement, people might buy certain quantities of our handicrafts, but I doubt if that will be a continuous business, which will help to improve the quality by securing for our Handworkers a better price.

Men like Dr. Schüngel who have grown old in this trade are also prepared to cooperate on the same terms which our Government might have offered to Globus departmental stores in Zürich but then we shall have at least the guarantee that handicraft will not be degraded to an article of Mass production. It will be valued better and will also fetch a better price. It is not at all necessary to bring down the prices of handicraft articles and to give it a stamp of mass production. It will be better if it could keep its individuality and is improved instead of cheapened and made inferior.

Handicraft is not an every day article but an article of individual fancy, hobby and liking for which one is always prepared to pay more. Naturally therefore their sales are also limited, and hence it stands to reason that anyone wanting to deal in it will look to it that it fetches better price.

In Europe Handicraft has a peak demand in Xmas so that large representative stocks of all the Handicraft goods should be here in September to be made available to the dealers by the middle or end of October.

Particular care has to be taken, regarding the finish. It has been the experience of many dealers in the line, that articles sent out are never tested before the same are packed as there is no such system in India and because of the unhealthy competition the quality deterioates. I know certain Importers here, who have established small workshops to test the articles and give it a final finish before the same is put in the shop for sale.

An unhealthy competition has sent in of late by a number of travellers coming here and cutting the prices to get some orders, and with it he quality of the article suffers.

This can be only helped, if the proposed centres by Handicrafts Export-Corporation are set up with a complete range of representative samples with prices.
These representative samples should be either from first class manufacturers, or dealers who are experienced in the business, and the dealings should be direct with these firms, as done by Japanese Trade Centre here.

This is in connection with handicrafts like Brass goods, Ivory Hornware, Wooden goods. As regards Silk, Printed cotton and silk, I am putting down my views under textiles.

At leaast about DM 500.000 worth of the above type of goods should be saleable in Germany in the course of the year.

Coir Fibre, Yarn and Products

This is one of the very important articles of export and needs more concentrated effort not only for increased sale, but also to keep to our present export level.

As far as yarn is concerned, Germany is buying its present requirements from Italy, but even this trade needs more intensive study and efforts on the part of Government and Industry to improve the quality and to bring down the prices by utilising the bye-products or otherwise we shall slowly loose this trade on account of competition from other countries and use of other fibres.

Coconut as it is taken out from the tree can be used entirely without any waste.

The first is fibre, which is turned into yarn, mats and matting. Fibre material of shorter lengths has also been used in the country and for export. Then there is the residue and shavings from the shell which can be made into first class press boards, the shells for first class raw material for activated carbon, and then the nut as oil fruit.

Only the complete utilisation of the coconut can cheapen the cost of yarn and yarn products.

As regards export of yarn products to Germany there is still enough room and it will be only befitting in the present scheme that this product which we can offer gets a preferential treatment. At present this falls under the global quota and is being imported from Italy against import licences issued.

Out of the total imports into Germany of coir mats & matting to 4572.6 tons, the direct import from India was only 439.4 tons. The reason for the small import from India was due to the fact that practically 4100 tons of mats and mattings came from Belgium, Holland Italy and France. This is one glaring example confirming my statement as to how the present inter-European agreement can affect India from trade inspite of all the good will.

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India can supply the standard of quality required by the market, India can offer competitive prices and as such it will be in all fairness and rectitude in with the spirit of supporting India's trade to Germany, that coir products be either liberalised or Indian import quota is substantially increased.

In GATT Conferences the liberalisation of these products is not considered favourably on the ground of protecting the industry, which also employes blind and cripple people.

We have absolutely nothing to say against this, even though the protection of physically disabled is the affair of social welfare and it is not only in this industry, but such people are employed in almost all the industries, including firms like Siemens and Mercedes Benz.

If for any other reasons the liberalisation is being put off, at least let there be a more liberal licensing policy, in which India first, even though new, should get a preferential treatment in support of the idea of creating joint concerns as only then Indian interests could be better represented.

The present licensing policy may be very correct and just, but somehow or other even the established importers are displeased with it and are losing interest for imports from India.

I visited a few important old import houses in the city. They told me of the type of work they are required to do to bring together enough licences to make direct imports from India worth their trouble. They were frank in admitting that when they can get whatever they need by a phone across the border from their EEC friends and can pay them after 30 days, why should they worry about imports from India if with the small licences they get they are not able to cover even the expenses.

Indian manufacturers and dealers can also maintain stocks here if they have sufficient licences and can satisfy their customers by prompt supplies as it is done from Holland or elsewhere.

Their products should therefore receive particular attention in the two party conference.

Raw, roasted and salted Cashew, Peanuts

Export of almonds from India is out of question but the lines of walnuts can be conveniently added to it.

Cashew needs a little more propaganda to develop a taste for it. It surely is a good nut but it has got certain defects, which one has to get over to make it more popular.

In this direction attempts are already being made by well-known Indian firms in close cooperation with an established house in Germany. This is a type of cooperation about which there is no mention made in the protocol.

This firm has already started experiments wherewith to make cashew seed more lasting and useful for industry apart from home consumption.

In the same way our walnut will also need some treatment to make it more fit for this market.

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However, the proposed quota of 500,000 is too small, supposing this concern, which has now taken upon it to investigate the possibilities and is also prepared to do all the spade work and set up a sales organisation, can only import 300,000 out of the sum earmarked, it will not even be enough to meet their expenses if they were to earn 10 % gross on the imported price which comes to about 2500 per month.

Therefore under the heading cashew, peanuts and walnuts, there ought to be a figure of few millions, instead of 500,000.

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Canned Vegetables:

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Mr. Mehta of Food Ministry, went round the market and found that it will not be possible for them to supply any tinned vegetables which are in demand here, like peas, beans, carrots, spinach, asparagus and the like. Their packing and freight charges are higher than the price at which these are sold here.

Canned Fruit

like pineapples, orange, grapefruit, lychees, guavas or litchis were all found out of reach for Indian exporter to export. The great bottlenecks in this trade are the cost of sugar, the cost of packing and the freight. Packing and freight form a very serious part, not only for this, but for any other articles.

The quota of one million tonnes released is in my opinion out of any proportion and might be a bad bargain. For any duty willingly accept but then, if we cannot supply, we shall not have closed our doors in any way.

There are other Indian fruits which could be canned and exported, without foreign competition, but that means a rich fruit-canning industry that can look ahead and be the means to invest capital for results. These fruits are Guava, which grows in plenty and is rich in Vitamin C contents. Pineapple can be added to it.

Chikoo, a sweet fruit that grows in abundance all round the year and can be canned like pears.

Lychee, Jackfruit, papaya, then there is mango, which can and is being canned in large scale but needs more scientific production. If it catches the fancy of the public, tinned mango can be an article in the tin of fruit-trade, which has a future, as far as Indian canned fruit export is concerned.

Vegetable oils: For any one of the latter fact figures of the continent could be safely considered as buyers for vegetable oils at any rate in any form. The question is that of steady supply, with a view to build up and keep the market. Edible vegetable oils and seeds our policy has to be always very uncertain so that there was no obligation to be offered regularly. Whenever there was anything free, it was offered and sold if the prices were competitive in world market.

Business in this line can be conveniently transferred as if we have the capacity to offer and if our prices come favourably in trying a deal at that end.

In order to keep the foreign markets in our hands we should as far as possible try to maintain the continuity of supply, even if at times the prices are against us. If we could at least maintain percentage for a time our prices are fixed even with such prices will always show better results.

With this I have tried to touch almost all the items in the memorandum about which I had gained some experience in the course of time.

Hamburg-Sandbek,
15th December, 1959

M. Gormley

Proposals and views kept before the first meeting of the advisory body of India Trade Centre for its consideration and comments

Germany had always been and is even today a good market for many of our products. Unfortunately we have never cared to cater for her needs in a manner which would ensure a continuous and progressive trade which any country demands. This has resulted in German industry and trade, that needed the material which we could have supplied, going to other sources of supply or finding out some substitute. To give only one example, when Germany was rebuilding her bombed cities, even the smallest house was a buyer for carpets and floor coverings of every type. We had the necessary articles to offer, but we were not on the scene then or even today. Persians took the best advantage of the situation. Even every student came here with carpets and one finds today the shops all over Germany full with Persian carpets.

There had been a demand for Indian material on one side and on the other there was the necessary sympathy for India, from where Germany would very much like to purchase her needs provided these could be supplied correctly according to standard samples and in contracted time.

General complaint: I have been continuously studying the problem of Indian exports to Germany for the last ten years, by taking personal interest in the actual exports from India. I have come across all those various difficulties about which there is a common complaint from the interested parties such as: short supplies, bad supplies, irregular supplies, speculative rise in price and consequent bad supplies or no supplies at all. Difficulties about arbitration and question of payment in case of proved bad or short supplies. At times Indian trade representatives, often on pleasure cum business trip, come here to offer their products to manufacturers, who are desirous of opening direct trade relations with India, place orders with them and very often they are let down either by wrong supplies, irregular supplies or want of continuity of supplies, with a result the manufacturers or traders never try the experiment again and go back to their old suppliers in London, thus spoiling the market for larger trade by stray visitor type of businessmen trying to book business from local traders at lowest prices.

The question of organising sales in this or any other country in Europe is easier because the trade is properly organised and chanelised. There are brokers, importers, traders or manufacturers specialised in the particular type of material and hence the dealing becomes easier. The main problem about the export to this country is the one of production of right type of material and properly regulated or controlled supplies.

Trade balance: As businessmen we are all more or less realists and not abstract thinkers and as such there should be a possibility of finding ways and means to bridge over the present disparity in the balance of trade between Germany and India. It is only a question of sitting together with minds bent upon finding a workable solution to this problem. I am sure that it should not be very difficult if we approach the problem with a right mentality, a mentality of cooperation and coordination, a mentality to help a country to develop as a worthy partner.

The main reason of the present disparity lies in the nature of things. India has to build up the 100 year neglected industrial age economy of her vast country and needs for that purpose the most modern machinery and equipment which is many times costlier than what she has to offer in return. Not only are the raw material or half-finished products that she has offer cheaper, but these are also more bulky which confronts us with another difficult problem of transport. Transport bottleneck makes our material dearer and our supplies irregular. European countries are smaller units. Moreover their transport system has been well planned and built suiting the requirements of their industry and trade, which has about hundred years start in ahead of us.

When we sit together to think of this disparity caused by the very high price that we have to pay for the finished machinery and equipment or basic raw material on one side and on the other the low price for the raw or half finished material that we obtain, the first thing that strikes us is the great price difference, and whether the same can be reduced. If one gives a thought to this problem, we shall find that there are possibilities of bringing down the prices of machinery and equipment and to obtain better price for raw materials.

Unfortunately even today, we demand from the manufacturers here, so-called fool proof unit which must include every-thing even if quite a few items from the whole unit could be conveniently manufactured in the country, if necessary under the guidance and help of the supplier of complete plant, whereby the cost of the total plant can be reduced to some extent. India has developed of late a decent small-scale industry which can manufacture quite a number of articles. These works might not have specialised themselves for particular type of work but this should not be difficult with the help of German machinery suppliers. This will be one way of reducing the disparity in balance of trade. The other way is instead of exporting from India purely raw materials, one can go a step further and send half finished processed materials such as cotton greys, ferro mangan, jute products, which are even today controlled or licenced with a small quota. This might be with a view to protect the jute industry in the country but even then this could be a point of consideration as India can offer jute products at competitive prices and there can be a considerable export in this article. The same holds good for coir yarn and coir products.

Many Indian products which are mainly exported as raw materials today could conveniently pass through correct processing and improved so as to suit the needs of continental manufacturers or trade and thereby fetch a better price than what we are getting today. For example, instead of sending mica in usual splittings, the same could be cut to the sizes and shapes required by different industries. This will give supplementary work to home workers in India and fetch a better price. One can manufacture micanite and offer same for export.

I learnt a few days back that one of the important cigarette manufacturers of this place has deputed an expert to India to see

that the tobacco growers there plant and prepare the type of tobacco which the industry here can use. If this information is correct, it is the proper approach to help India and can be copied by others. In the same manner German manufacturers of leather goods can get well tanned leather as require by them if they were to cooperate with a tannery in India. There is a German expert in Kanpur in this line of industry whose cooperation can be sought. There are so many other lines of this kind of raw material which German industry needs.

With this we shall be approaching nearer the solution of our problem of passive trade balance.

Barter or compensation: Side by side with above methods of decreasing the passive gap in our trade, of late German trade circles have raised the question of barter or exchange of goods as was successfully practised by Germany in 1931-32. It is to be considered whether barter would not serve as an incentive to trade. Germany tried it with success. We are doing it only with East European countries, that is communistic block countries. Being a state guided economy, things are purchased, sold or undersold without much financial consideration. This partial barter system introduced in our trade is affecting our trade with other countries to some extent, as very often things bartered against machinery and other equipment in India are sold in western markets at cheaper prices than what India can offer. If the barter is a common procedure with Eastblock countries, it is to be considered if the same could not be tried in the west. This is one way of balancing the trade.

I have done quite a good deal of spadework for many years for handicrafts, pepper, cashew and of late for coir yarn, coir products and manioc meal. I have only to say that we shall lose the little trade that we have still in these articles if we do not go deeper and do not take keener interest in the development of the same. Handicraft articles going from door to door are already losing their significance and value for which the same are prised in these countries. Neglected pepper trade gave Sarawak the opportunity to establish itself and it has become difficult to compete, Sisal is slowly driving coir out of the trade and so also other countries manufacturing coir and coir products are appearing in the field. Even though the market prefers our manioc meal to Thailand or other countries, we may lose this potential market if we do not regulate prices and standard quality supply.

In my discussions and conversations with Indian Trade Delegations visiting Germany from time to time I had emphasised that if we care for a steady and all-round continuous increase of all Indian trade with Germany or continent, I think the best we can do is to set up an organisation here which will find right type of representatives or representative firms for each type of goods that we have to offer. Such a representative should not be a buyer or seller of the commodity on his own account, but one interested in finding the interested buyers and sellers all over Germany and continent. If we enter into an arrangement with one firm which will buy or sell on its own, we shall limit our activities to buying or selling capacity of that

firm whereas if the firm is neutral, only interested in making contacts and increasing the volume of trade the scope of such a firm will be extensive and only then we shall get the fullest benefit of the market. Every industrialist or businessman in this country knows the value of such a representative whose only work will be to be active in the interest of the principals. This system is better developed in Europe and representatives of this kind become the backbone of industry or trade. I had further suggested that this organisation should be a multi-purpose one:

1) Study of the market as regards imports from India and other competing countries
2) Study of the quality and price structure
3) Finding suitable agents who could devote their time for any one article we have to offer
4) Watch the working of the agents from week to week
5) To function as arbitrators in case of differences regarding quality, late shipment, packing, payments and the like.
6) To advise the respective manufacturers or suppliers in India the actual requirements of the continental markets and how to meet them.

I am glad to note that the views expressed by me above are more or less in line with the tasks entrusted to Mr. Philips by the Government of India.

Delegations after delegations for various trades have come and gone, but not a single delegation has so far made any standing arrangements to follow up the work which they might have done here. Perhaps someone from the delegation has made contacts with a firm or two to build up some limited business for the firm he represented, but it was not in the general interest of the trade for the development of which the particular delegation was supposed to be sponsored and responsible. Had there been an organisation of the kind suggested above, the work of all these delegations would have been followed up and yielded some concrete results.

If possible, the same type of Indo-German organisation could be set up in India to advise the export trade. This organisation will have more important function of inspecting and certifying the quality of the goods to be exported to these countries and run on the lines of ControlCo with some stricter rules of punishment to the culprits.

These are my views based on experience and information gathered from the importers here which I am keeping before the advisory committee as my contribution to today's meeting. As the members of the committee are more conversant with the trade of this country, they would suggest their views and changes in the suggestions I have made here.

N. Ganguley
Ganguley and Co.

Banking Facilities: Another very important proposal is the role of Bankers in the promotion trade. In every country banking institutions take a very active interest in Industry and trade.
Before freedom our bankers had not the facilities for nego= tiating directly international business and were afraid to invest in Indian industry, which was in its infancy and had no Government support. British Banking institutions were the only medium for foreign business and British Banks controlled the Finance. Things have greatly changed of late.

Our Industry protected by Government is slowly picking up and as such the Banks are taking active interest in its development. English bankers are already reducing their activities in India and as such Indian Banks have to take their place in financing Industries, Exports and Imports. Good established Banks in India have already got their branch offices in all the ports and cities of India and know the standing and responsibility of the firms, engaged in inter= national trade.

Indian businessman is still shy and unused to direct foreign trade and wants 100% Credit to be opened there, which Conti= nental buyers fefuse to do, because of the bad experiene and change in Credit conditions of late. Here the Banks can help by financing the trade that is discounting Bills drawn by Indian exporters, fully or partialy, according to nature of goods and the respectability of the firm concerned.

Knowing the parties at home, the banking institutions will not only be a financing medium, but could also act better as controlling medium of Quality standard of the goods shipped, being of reciprocal interest. I had a talk to that effect with a Bank institute when I was in India, and found that they were ready to do that. The Manager of this Bank is at present in Europe, studying European Banking methods. This will also develope better direct relations and under= standing German and Indian Banking institutions.

N. GANPULEY

Unbleached woven fabrics of man made fibres (discontinuous or waste) and unbleached woven fabrics of cotton fibres (discontinuous or waste) are liberalized for re-export.
Hand made lace (No. 5809-91 and 5809-99) will be liberalized on 1st January, 196

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FILE NO - 20

1958 TO 1963

PAGE - 1 TO 74

GOVERNMENT OF INDIA

No.....CB(Mis)(6)/58.

OFFICE OF THE COIR BOARD,
ERNAKULAM,

Dated 11th August 1958.

From

SHRI M.VASU MENON, B.A., B.L.,
Secretary, Coir Board.

To

Shri N.Ganpuley,
3, Bastion Road,
Fort, Bombay-1.

Sir,

Subject Samples of coir products for exhibition - request for.

Ref:- Your letter dated 29-7-1958.

I write to inform you that it is not possible for the Board to supply samples of coir products for exhibition by private parties. They have to get them from the manufacturer A list of manufacturers from whom you can get them is enclosed.

Regarding pamphlets on coir goods, I am enclosing 6 copies of the leaflet in English entitled "Coir Calling". A quarterly journal entitled "Coir" is being published by the Board. But it is a priced publication and can therefore be supplied on payment.

Yours faithfully,

(M.VASU MENON)

T/12-8.

GOVERNMENT OF INDIA

No. CB(M)(28)/57.

OFFICE OF THE COIR BOARD,
ERNAKULAM,

Dated 12th August 1958.

From

SHRI M.VASU MENON, B.A., B.L.,
Secretary, Coir Board.

To

Shri N.G.Ganpuley,
3, Bastiob Road,
Fort, Bombay.

Sir,

Subject. Supply of coir goods etc.

Ref:- Your letter dated 26-7-1958.

Your request for the supply of coir yarn has been passed on to the two Central Coir Marketing Co-operative Societies at Alleppey and Cochin and they have been requested to do the needful. These societies are chiefly financed by the Central and State Governments. As regards other coir products if you could intimate the particular varieties of coir goods indicating quality and quantity required by you, the Board will be able to arrange for the supply of the same through some of the reliable manufacturers at this end.

Yours faithfully,

(M.VASU MENON)

T/12-8.

3

CANARA BANK LIMITED

(INCORPORATED IN INDIA LIABILITY OFMEMBERS LIMITED)
Warden House, Sir Phirozshah Mehta Road,
Post Box No. 292,
Tele: { Grams: CANARABANK
Phone: 38181 & 38182 2515
Fort, Bombay 28th March, 1958.

MS.CR.1873. C O N F I D E N T I A L.

Shri K.G.Ganpuley,
C/o Messrs. S.K.Kabbur Private Ltd,
3, Bastion Road,
Bombay.1.

Dear Sir,

Re: Coir Exporters from Alleppey.

With reference to the discussion that you had with the undersigned a few days ago, you had desired for some information about a few good manufacturers and exporters of coir products from Alleppey. We give below the reports about two of the reputed manufacturers as given to us by our branch and the said information is conveyed without responsibility on the part of this bank or any of its officers. In case the information now given is passed on to anybody else, this bank's name should not be disclosed.

(1) Bowden Matting Co.(P) Ltd:-

"A private limited company incorporated in this state with (1) Mr.E.P.Varghese (2) Dr.P.C.Varkey (3) K.J. Keay (4) F.H.Bowden (5) F.H.Oakley, London as directors. Paid up capital Rs.88,000/-. Reserve Funds Rs.10,092.0.7 as on 30-9-'56. Exporters of coir mats and Mattings. Directors are reported respectable. Dealings with us satisfactory."

(2) Empire Coir Works (P) Ltd:-

" A private limited company incorporated in this state with a paid-up capital of Rs.4,80,000/-. Engaged in manufactor of and export of coir mats and mattings and own a well equipped factory. Directors are (2) Sri Uthamram Jadowjee (Governing Director) Srimathi Bai Devka Bai (3) Srimathi Bai Kantha Bai. Are in good repute as shippers and considered good for their business engagements."

Besides the above, we are informed that there are a few more important manufacturers and the names of their bankers are mentioned against each.

1. Alleppey Co.Ltd. - State Bank of India, Alleppey.
2. N.C.John & Sons Ltd - State Bank of India, Alleppey.
3. Kadir Coir Works - Indian Bank Ltd, Alleppey.

P.T.O.

If you so desire, we will call for the confidential opinions from the respective banks and furnish the same to you.

We await your further instructions.

Yours faithfully,

KSR:BHE.

Manager.

4

No. 54-SSI(B)(24)/58
Government of India
Ministry of Commerce and Industry

New Delhi, 16th December, 1958.

From

Shri T.S.Seshukutty,
Under Secretary to the Govt. of India.

To

Shri N.G.Ganpuley,
7, Bastion Road Fort,
Bombay.

Sub:- Coir ~~Coir~~ Industry- Export of Coir Products to Germany.

Sir,

I am directed to refer to the concluding paragraph of Shri P.J.Menon's D.O.No. 19(49)/55-TB(1) dated 4th November, 1958 on the above subject and to state that the matter is under consideration.

Yours faithfully,

T.S. Seshukutty

(T.S.Seshukutty)
Under Secretary to the Govt. of India.

5

Phone: 97.1

CALICUT CHAMBER OF COMMERCE

ESTABLISHED 1923. INCORPORATED 1933.

Members of { The Federation of Commonwealth and British Empire Chambers of Commerce London.
The Associated Chambers of Commerce of India.
The Indian Standards Institution, New Delhi.
The Madras Chamber of Commerce.

Beach Road,
CALICUT-1.

Date, 9-2-1959

Shri N.G. Ganpuley,
3 Bastion Road Fort Bombay.1.

Dear Sir,

I am in receipt of your letter dated 5th instant regarding export of coir yarn to Germany.

I give below the names of members of this Chamber who are larg exporters of coir yarn to Germany and other European Countries.

M/s. Pearce Leslie & Co Ltd., Calicut.1.
M/s. Volkart Bros., -do-
M/s. Wm Goodacre & Sons Ltd., -do-
M/s. Aspinwall & Co Ltd., -do-
M/s. H.E. Day (Private) Ltd., -do-
The Madura Co (Private) Ltd., -do-

Yours faithfully,

(P.N. Bryant)
HONORARY SECRETARY
CALICUT CHAMBER OF COMMERCE

4

3 Bastion Road Fort
Bombay.1 2nd March 59

Shri T.V.Thomas
Minister of Labour Government of Kerala
Trivandrum

Dear Sir,

After meeting you at your office in Trivandrum on the 1st of Januray this year, I wrote to you on the 9th January bringing to your notice some of the mal practices that hampered the export of Kerala Products. Unfortunately I received no reply from your office.

Being interested in the economy and trade of our country in which I participate personaly to know the real facts, I try to bring to the notice of those concerned, the difficulties that confront our trade and consequently our economy.

I'am of the opinion that Kerala producers should have the benefit of the prices at which their products are sold in foreign markets but this is not possible so far these are controlled by foreign firms. I have therefore written a letter to the Ministry of commerce and Industry, a copy of which I am enclosing herewith for your information.

I got some response from the traders and manufacturers in Alleppey and Cochin area but so far Calicut is concerned, I see that only the foreign firms are controlling the markets so far exports are concerned. I may be wrong. I wrote to both Malbar C amber of Commerce and to Calicut chamber of Commerce. The former gave me the name of only Indian Merchants dealing in those products whereas the latter gave me only the names of foreign firms. The Indian firms either did not reply or showed their inability ~~or~~ to deal with export trade. The Foreign Firms did not reply because they are already well organised for their export trade.

It is unfortunate that even after 10 years of freedom we have to be dependent on foreigners for our trade with foreign countries.

I wanted to establish an Indian organisation on the Continent to take care of our trade directly but from the experienc gained so far I see that all the Boards and Export Promotion Councils are expressions of wishful thinking. I shall be happy if you could suggest me a way out of this whereby export trade in all Kerala products could be placed on a sounder footing.

Thanking you

Faithfully yours

7.

GOVERNMENT OF INDIA

No. CB-A2(Mis)(464)/59

OFFICE OF THE COIR BOARD,

ERNAKULAM.

Dated. 14th March, 1959
23rd Phulguna, 1880.

From

Shri M. Vasu Menon, B.A., B.L.,
Secretary.

To

Sri V. . Ganpuley,
3. Bastion Road,
Fort, Bombay-1.

Sir,

Subject Export promotion..

Ref: Your letter dated 2-3-1959.

I write to inform you that becuase of the peculiar conditions prevailing in the Coir Industry, the prices of coir yarn and coir products are generally determined by the demand in foreign markets. The Coir Board has not hitherto considered the question of controlling the prices of coir goods. I may also inform you that the ruling prices of coir yarn can be had from the Travancore Chamber of Commerce, Alleppey, with regard to Alleppey and the Malabar Chamber of Commerce, Calicut, with regard to Calicut.

Yours faithfully,

(M. VASU MENON)
Secretary.

GOVERNMENT OF KERALA

9

PRIVATE SECRETARY
TO THE
MINISTER FOR TRANSPORT & LABOUR

GOVERNMENT OF KERALA

TRIVANDRUM
25--3--1960.

Mr. P.S. Ramaswamy,
3, Justice Road,
Fort Bombay-1.

I am to acknowledge receipt of your letter dated 20th March, 1960 and to inform you that your suggestion has been placed before the Industries Department for their perusal and further action.

Yours faithfully,

R. Unni Nair

A. GANGULEY

27 th July 59

Mr. Sathe
Consul General for India
Hamburg

Dear Mr. Sathe,

Enclosed I am with please find a copy of my letter to Mr. Phillips, which is self explanatory.

Last, our talks last time you said that private enterprise is not coming forward in reply to the Government call for export. On the other hand I am seeing, at last so many years but I received the least support from Government side.

I do not want any financial support but merely wish that the Government organisation set for that purpose support me in everyday in establishing an Indian Office here.

When I wanted to establish Messrs. Indian Agency Ltd. I had to make efforts to get permission from the Swiss Government to open my office here for as there are so many Swiss firms in India etc. I myself have also worked and so have done.

Now when I write it. Indian Agency Ltd

Sincerely yours

CONSULATE GENERAL OF INDIA
"SPRINKENHOF", 6TH FLOOR
14, BURCHARDSTRASSE,
H A M B U R G

Telephone: 33 80 36, 33 44 88
Telegrams INDIA

29th July, 1959

Dear Mr. Ganpuley,

I acknowledge with thanks your letter of 27th July, 1959.together with copy of your letter of the same date to Mr. Philips. I am glad you have taken up this matter with Mr. Philips. I am also writing to the Embassy about this matter and I hope as a result of our joint efforts we can achieve something worthwhile.

Yours sincerely

(R.D. Sathe)

Mr. N. Ganpuley,
c/o Messrs. J. Mayer & Co.,
Hamburg-Wandsbek,
Königstr. 3

[illegible]

[illegible]
Commissioner General Economic Affairs
High Commissioners Office
India House
London

4th August 91

Dear Mr. Swaminathan,

I was glad to meet you in Hamburg where I could get some time to talk with you eventhough you were so very busy with matters of greater importance.

In the course of our conversation I gave you a general idea of my present work here, which is as usual not in my personal interest but in the interest of export promotion. To be more practical I have taken up the work of Export of Kerala products. While in India, I made a few useful suggestions to the Cashew and Copper export promotion Council and Coir Board both in Cochin. I always received the usual acknowledgements but never knew if any steps were taken as those suggestions were in the interest of actual export promotion.

After having carefully studied the conditions there, I came here with a view to establish direct contacts and do some concrete work in pursuance of the export promotion idea, but I found some doors closed against me needed some help from the official side.

You suggested me to get in touch with Indian Embassy in Bonn in connection with the import of Coir products in this country about which there had been some discussion at GATT in Geneve. There had been a general complaint from official side that no reliable Indian firms are coming forward to promote the trade with foreign countries with direct contacts. Now, I have come here representing a few good manufacturers of Coir Yarn, Coir Products and other articles from Kerala, and shall be happy if officials would lend me an helping hand.

I have written to the Commercial Counsellor at Bonn, putting before him my difficulties and asking him as to how he could help me to establish direct contacts to promote the trade and hope that something will be done in that direction.

I do not know how far my information is correct. It is wellknown that there is a well developped coir industry in Holland and I learn that these coir products could be imported into Germany without the license hurdle whereas an Indian firm has first to overcome the quota hurdle and then the license handicap. We are struggling to improve our passive balance with Germany. We have quite a number of products to offer which German market needs. Now if Germany is really keen about improving this trade balance, as she is, I fail to understand this ridiculously low global quota for Coir Products on the plea of protecting the home industry and a free play to the same products from Holland. You know it better as you are representing the Indian interests at GATT.

What I need at present to encourage me to establish the first Indian firm which can open direct contacts

[illegible] [illegible] [illegible] [

14-

at present
I Mayer & Co
Hamburg Landsbeck
Königstrasse 5
4th August 59

Shri Dr Chablani
Commercial Counsellor
Indian Embassy
Bonn

Dear Dr Chablani,

You must have received my last letter Unfortunately I have nothing to acknowledge from you.

I am sending to you herewith a copy of my letter to Shri Swaminathan for your information.

I shall be happy if some action is taken in view of my many suggestions. I do not know your personal views about such a correspondence. You might detest same but even then I shall continue in my own way and I keep you informed about it.

I hope you are keeping well. With kind regards

Sincerely yours

a Copy of letter

15

at present
J [illegible]
[illegible]
[illegible]
[illegible]

[illegible]

[illegible]

Mr. Babic
Consul General
Zagreb

[illegible]

[illegible]

[illegible]

16

at present:
C/o I Mayer & Co
Hamburg Landsbeck
-Königstrasse 3
4th August

Shri R.M.Philips
Director
Indian Trade centre
Frankfurt /Main

Dear Mr. Philips,

I thank you for your prompt r[illegible] my last letter. I am sorry to learn that eventhough the decision regarding licencing etc is to be taken with German authorities in Frankfurt, you cannot deal with that matter and the same has to be refered to Bonn.

I have so far not even received the acknowledgement to my letter from Bonn and doubt very if I would at all get any cooperation and help.

I have written today to Mr. Swaminathan a copy of which I am sending to you for your information. You will see therefrom that I am doing whatever little I can and now either I will have to fight a lone battle or give up the struggle only because I do not get any help from the quarters who which powers to do so.

I however hope that you will appreciate my difficulties and do whatever lies in your power.

Thanking you and with regards

sincerely yours

Copy of a letter

CONSULATE GENERAL OF INDIA
"SPRINKENHOF", 6TH FLOOR
14, BURCHARDSTRASSE
H A M B U R G

Telephone: 33 80 36, 33 44 88
Telegrams INDIA

\7

5th August, 1959

Ref. COM/1(1)/58

Dear Mr. Ganpuley,

I thank you for your letter of 4th August, 1959 enclosing therewith a copy of your letter to Mr. Swaminathan.

I am sorry to note that your previous letter to Dr. Chablani has not yet been acknowledged. This may be due to the fact that Dr. Chablani is at present on leave.

For my personal interest I had gone into the question of the import of coir yarn and coir goods. The results of my investigations were as follows:-

Coir Mats

Out of the total import into Germany of coir mats amounting to 4572.6 tons, the direct import from India amounted to only 439.4 tons. The reason for the small import from India was due to the fact that practically 4100 tons of coir mats etc. came from Belgium, Holland, Italy and France. Import from these countries, as you have rightly observed, is free from the licensing procedure and as such there is no difficulty in their importation. The remaining portion of the coir mats etc. comes almost entirely from India. Even so I believe that there is scope for an increase in the importation of finished coir products from India. The difficulty is that many of the importers apply for licences amounting to very large sums and are eventually given only a fraction of the amount they have applied for. The cut in your application is therefore understandable though, I admit, it does not necessarily need be agreed to by us. In this connection I understand that quite large licences are in fact given to people who either have connections with the manufacturers or who are themselves manufacturers and that these licences are often unutilised. I believe that this is one of the unfair practices indulged by the trade so as to protect their own manufacturers. I do not know exactly how much truth there is in the above allegation but it is certainly a matter which requires to be looked into and you may rest assured that we shall do so.

I imagine you are already well informed about the position obtaining regarding coir fibres and coir yarns. In the former field Ceylon supplies practically 90% of Germany's requirements and India only a very small percentage. There is scope for increase though I realise that it would be better for us to export the manufactured articles rather than the coir itself. But if we can't export the manufactured products, I feel that as a beginning we might concentrate on increasing our export of the fibre. In coir yarns we hold very near monopoly and I doubt very much whether we can do anything more about it.

p.t.o.

I am taking the liberty of endorsing a copy of this letter to Dr. Chablani and Mr. Philips.

With kind regards.

Yours sincerely,

(R.D. Sathe)

Mr. N.G. Ganpuley,
c/o Mayer & Co.,
Hamburg-Wandsbek,
Königstr. 3

Dr. G. Krause-Brewer im
Presse-u. Informationsamt
der Bundesregierung

Bonn den 7.Aug.1959
Welckerstrasse 11
Telefon 20101

28o/29 - 88 IV

An die
Deutsch-Indische Gesellschaft e.V.,z.Hd. Herrn Dr. Reichel
S t u t t g a r t
Charlottenplatz 17

Betr.: Einladung des indischen Journalisten N.G.Ganpuley
Bzug: Ihr Schreiben vom 28.7.59 R/Wb

Sehr geehrter Herr Reichel,

haben Sie verbindlichen Dank für Ihr Schreiben vom 28. Juli an Herrn Thiel, der sich zur Zeit im Urlaub befindet.

Das Presse-u.Informationsamt der Bundesregierung ist in der Lage, im Rahmen der ihm für Deutschland-Besuche ausländischer Journalisten zur Verfügung stehenden Mittel, die Kosten für eine Einladung von Mr.N.G.Ganpuley zu tragen. Dagegen ist eine Betreuung des Vorgenannten (Programmgestaltung, Begleitung etc.)infolge Arbeitsüberlastung im vorgesehenen Zeitpunkt leider nicht möglich. Wir wären Ihnen daher für eine Stellungnahme dankbar, ob die Deutsch-Indische Gesellschaft die Betreuung von Mr. Ganpuley übernehmen könnte. Gegebenenfalls darf um Übersendung eines Programmentwurfs mit einem Kostenvorschlag gebeten werden

Mit freundlichen Grüßen

Dr

....

EMBASSY OF INDIA
262, KOBLENZER STRASSE
BONN
TEL. 21931
21932
21933

19

No. COM/5-11/3

14th August, 1959.

My dear Mr. Ganpuley,

May I thank you for your letters dated 27th July 1959 and 4th August which I have just seen after my return from leave.

You know how much we admire you for your enthusiasm and drive; but I must tell you that coir products - the item you have selected - is one of the most difficult to progress here. You rightly observe that the 'global' quota open to India is terribly small; whereas there is full freedom to import the same stuff from Holland. This is a case of 'love among the chickens'; and since India does not belong to the same economic community she has to be content - or discontent - with the 'crumbs'.

I am glad you had a talk with Mr. Swaminathan; and I am sure he did tell you that the issue has been fought with hoofs of steel at the GATT and in Bonn. This does not mean that further efforts should be given up; and much can still be done to augment our exports within the 'global' quota itself. You may rest assured that for our part we should be glad to assist you in everyway.

I gather the impression from your letter that you are trying to secure import licences in your own name. Perhaps the better strategy for you would be to stand behind the German importers and get as many import licenses as possible. I am sending you a list of German importers in the line. This may be of some use to you.

It may also be an advantage for you to have a chat with the Bundesamt fuer gewerbliche Wirtschaft, Frankfurt/Main, Bockenheimer Landstr. 38, who are responsible for the issue of import licenses. I know the president - Dr. Fremerey - quite well and I should be glad to commend your case to him.

I trust there will be an early opportunity to meet.

Kind regards,

Yours sincerely,

S P Chablani

(Dr.S.P. Chablani)

Encl.

Mr. N.G. Ganpuley,
c/o J. Mayer & Co.
Hamburg-Wandsbek,
Königstr. 3

20

17 August 5

Dr Chaudhuri
Commercial Counsellor
Indian Embassy
Bonn
Lennéstraße 262

Dear Mr. Chaudhuri,

Re Import of Bats' Guano

I wrote to the Indian Trade Centre at Hamburg and also to you in this connection but to date I have received no reply from you.

I learn from a reliable source that there will be [illegible] sometimes in September and that [illegible] if you could [illegible] in the interest of these Indian manufacturers who are [illegible] export and are capable of supplying standard materials at competitive prices.

As result of my contact the Consulate General here investigated and ascertained that [illegible] total amount of 4500 and odd tons of this manure had been sold by Germany India only, two lots about 400 tons each to one firm the middle of January whereas the other [illegible] came from Holland, Belgium etc without any licence.

We can effectively increase our exports [illegible] shall supply with the demand here. As matter of fact I have definite [illegible] orders on hand from the parties already [illegible] same material but I cannot execute these orders as I cannot get any licence.

Could it be possible for us to know [illegible] should proceed to get over this problematic licensing [illegible] also did the Government authorities done demanding export from the manufacturers. I have just a letter from a merchant in India who writes

" [illegible] an export licence for exporting coir products. To get this licence covered it is necessary [illegible] - should export release another 500 tons of bats guano per this year I would solicit you to kindly [illegible] your most valuable efforts to help me to continue this business of coir [illegible]."

[illegible] the common grievance of the [illegible] buyers do not. Please therefore let me know if your office could be of any help to me in securing an import licence as I can be only [illegible] direct contacts.

I for my reason you cannot help me please advise, so that I shall [illegible] various principals in regard my inability to get licences to help them to export.

Thanking you and with regards,

Sincerely yours

I. AIRGRAM

21 (

17th Aug 59

Shri M.D.Watne
Consul General for India
Hamburg.

Dear Shri Watne,

To my two letters addressed to the Commercial Counsellor Bonn in connection with the Coir manufacture trade, copies of which I had sent to you for information, I did not receive so far any reply. It is not a very encouraging and healthy sign of help and assistance in trade promotion

time is not an individual personal demand but it had been in the interest of certain industry that can deliver the goods and is suffering because of official apathy if I am allowed to say so.

I learn from reliable source that fresh licences for coir products are going to be issued this September and I should like to have some substantial share in it which would help our manufacturers some to show extra exports as demanded from them. Can you suggest me some way ?

Further you wanted to put me in touch with some important parties here and in Bremen interested in Indian Meal and some other Indian products for which I have suitable suppliers on hand. I shall be greatly obliged if you would kindly introduce me to some important parties here with whom you come in contact everyday. I think I shall be able to guide them properly and do something that will be to their advantage, as well as, to the advantage of Indian trade and industry.

Hope to hear from you soon and with regards

Sincerely yours

22

17. August 1959 K/.lö

Herrn

Dr. G.Krause-Brewer im
Presse- und Informationsamt
der Bundesregierung

B o n n /Rhein
Welckerstr. 11

Betr.: Einladung des indischen Journalisten K.G. Ganpuley
Vorgang: Dortiges Schreiben vom 7.8.59

Sehr geehrter Herr Dr. Krause-Brewer!

für Ihr liebenswürdiges Schreiben vom 7.8., insbesondere aber für die an Herrn Ganpuley ausgesprochene Einladung, die Bundesrepublik zu besuchen, danke ich Ihnen sehr. Herr Ganpuley war ausserordentlich gerührt und liess Ihnen durch mich ebenfalls seinen verbindlichsten Dank übermitteln.

Für uns ist es eine besondere Freude, dass dieser alte Vorkämpfer für die deutsch-indischen Beziehungen nunmehr ebenfalls in den Genuss einer Reise durch Deutschland kommt. Ich bin überzeugt, dass sich dieselbe sehr günstig auswirken wird.

Nach Rücksprache mit Herrn Ganpuley darf ich Ihnen mitteilen, dass dieser sich für folgende Reiseroute interessiert:
Freiburg - Berlin - München - Stuttgart - Frankfurt - Bonn - Düsseldorf - Bremen - Hamburg. Er bittet, die Reise so zu legen, dass er nach Möglichkeit Frankfurt während der Messe, also vom 5.9. bis 8.9. berührt.
Mein Vorschlag geht daher dahin, die Reise am Freitag, 25.8. in Hamburg zu beginnen, am 26. abends nach Berlin zu fliegen, am 27.-28. in Berlin zu sein, am 29. nach München zu fliegen, am 30.-31. in München zu sein, am 31. abends nach Stuttgart zu fahren, am 1.-2.9. in Stuttgart zu sein, am 3.-4. in Frankfurt, am 5. in Bonn, am 7. in Düsseldorf und am 8. die Reise in Bremen zu beenden, bzw. abends die Rückfahrt nach Hamburg anzutreten. Ich würde für die Organisation und die Begleitung von Herrn Ganpuley sorgen und zum grössten Teil selbst machen. Lediglich in Berlin bitte ich, Ihr Berlin-Büro einzuschalten.

Entsprechend den Interessen von Herrn Ganpuley würde der Schwerpunkt in Hamburg auf der Wirtschaft liegen, d.h. Besuch des Hafens und Fühlungnahme mit führenden Importeuren. In Berlin würde das Programm vor allen Dingen aus der dortigen Situation heraus einen politischen Akzent haben. In München würden Herrn Ganpuley in erster Linie die Museen gezeigt werden. In Stuttgart und Frankfurt wurde ebenfalls wiederum die Wirtschaft im Vord-

22

17. August 1959 K/Mö

Herrn

Dr. G.Krause-Brewer im
Presse- und Informationsamt
der Bundesregierung

B o n n /Rhein
Welckerstr. 11

Betr.: Einladung des indischen Journalisten M.G. Ganpuley
Vorgang: Dortiges Schreiben vom 7.8.59

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Für uns ist es eine besondere Freude, dass dieser alte Vorkämpfer für gute deutsch-indische Beziehungen hoffentlich bald den Genuss einer Reise durch Deutschland kommt. Ich bin überzeugt, dass sich dieselbe sehr günstig auswirken wird.

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stehen, und zwar in Stuttgart Besuch bei Daimler-Benz und Robert Bosch GmbH., sowie ein Empfang durch den 1. Vorsitzenden der Deutsch-Indischen Gesellschaft sowie den Vorsitzenden des Wirtschaftsbeirats, in Frankfurt Besuch der Messe und Besprechungen beim India Trade Centre, sowie Fühlungnahme mit verschiedenen Persönlichkeiten aus deutschen Finanzkreisen wie Direktor Dr. Jannsen und Präsident Hartmann.
In Bonn würde ich Fühlungnahme mit den zuständigen Herren des Bundespresseamtes und des Auswärtigen Amts, sowie des Wirtschaftsministeriums vorschlagen. Auch einen Besuch in der Indischen Botschaft möchte Herr Ganpuley gerne machen. In Düsseldorf würde ein Programm gemeinsam mit dem Leiter des Wirtschaftsförderungsamts der Stadt Düsseldorf, Dr. Linden und dem Geschäftsführer unserer Gesellschaft, Rechtsanwalt Philips, durchgeführt werden. In Bremen würde Herr Ganpuley von Herrn Generalkonsul ... von Hochhammer geführt werden. Er möchte dort gerne Fühlung nehmen mit der Hansa Linie. Der Inhaber dieser Firma, Herr [illegible], ist Mitglied unseres Wirtschaftsbeirats.

Die Kosten würden entstehen für Bahn- und Flugreise, sowie 14 Tage Übernachtung in erstklassigen Hotels, teilweise mit Begleiter ca. DM 1.500,--.

Mit freundlichen Grüssen
Ihr sehr ergebener

24

DEUTSCH-INDISCHE GESELLSCHAFT e.V.

Stuttgart, 17. August 195[illegible]
Charlottenplatz 17 (Eingang S), Tel. 27074
Deutsche Bank Stuttgart Nr. 15144
Bankhaus Anselm & Co. Nr. 2609
Postscheckkonto Stuttg. [illegible] 44497

Herrn

[illegible]

[illegible]
[illegible] Straße 5
[illegible]

Lieber Herr [illegible]!

[illegible] aus der Ferne ersehen, nimmt Ihre Deutschlandreise [illegible] konkrete Gestalt an. Selbstverständlich können [illegible] unter uns den Tisch oder anderen Tag noch verschieben. Ich [illegible] gleichzeitig bitte, den Aufenthalt in Bonn auf einen [illegible] beschränken und dafür [illegible] möglich sein. Es wäre [illegible] Ihnen recht, es auf einen Tag früher zu [illegible].

Die Tagesordnung kann ja [illegible] telefonisch vereinbart [illegible]. Sie können ja dann [illegible] darüber sprechen. Das [illegible] Komitee wäre sehr [illegible] bleibt mir [illegible] alle alten Vorgeschlagenen. Es wird [illegible], dass Sie Ihre [illegible] erfreulich [illegible] hat.

Mit freundlichen Grüssen

Ihr

N.GANPULEY

24 A

27th July 39

Dr. Chablani
Commercial Counsellor
Embassy of India
Bonn

Dear Mr. Chablani,

Thanks for your kind letter. I could
meet Mr. Swaminathan here during his short stay in Hamburg.

I shall be glad to meet you when you
come here next month. I learnt from Mr. Sahib that you had
been here for a day, perhaps being too busy you had no
time to get me.

I am enclosing herewith a copy of my letter
to Mr. Anklesaria. I am in self explanatory. On new Indian
Export Trade in my hobby and I keep note of the things. If
you have any suggestions I shall be obliged to receive them

I hope you are doing well. Kind
regards

Sincerely yours

N. Ganpuley

CONSULATE GENERAL OF IND
"SPRINKENHOF", 6TH FLOOR
14, BURCHARDSTRASSE
H A M B U R G

ephone· 33 80 36, 33 44 88
Telegrams INDIA

25

Ref: No.

18th August, 1959.

Dear Mr. Ganpuley,

Thank you for your letter of the 17th August. I am sorry your two previous letters to Dr. Chablani have not yet been acknowledged. As I explained in my last letter, Dr. Chablani has been away on leave, and this, no doubt, accounts for the delay in acknowledging your previous letters. However, I am transmitting a copy of your letter to him for his information.

I have already written to Dr. Chablani suggesting that the question of more substantial licence being given to you for the import of coir products could be taken by him or Mr. Philips. I presume that this has been attended to at the respective ends. I do not know what suggestions to give you in getting a bigger licence. Perhaps, you might like to go down to Frankfurt yourself and see whether your personal charm will not help in obtaining the desired result.

Regarding Manioc Meal, I have met the following two parties in the course of the last few months and I suggest that you might like to get in touch with them:

(1) Mr. W. Shulz of Kielieng & Co., Hamburg 36 21 51
P.O.Box No. 318, and 21531 12
(2) Mr. Willy Kellinghausen,
Arnold Otto Meyer, Hamburg. Ballindamm 1
3 > 16 11

~~May I suggest that you might contact these above parties.~~ Both of them are fairly big parties and would welcome a visit from you.

With kind regards,

Yours sincerely,

(R.D.Sathe)

Mr. N.Ganpuley,
J. Mayer & Co.,
Hamburg-Wandsbek.
Königstrasse 3

7th August 59.

Mr. D.M. Philips
Indian Trade Centre
Frankfurt / Main
Mainzerstrasse 55

Dear Mr. Philips,

In connection with the import of Coir products I had already written to you with copies to the Commercial Counsellor at Bonn.

After I received your letter, that you cannot do anything in that matter and asked me, to approach the Embassy, I did so twice, but regret to say, that I have received so far no acknowledgement to my letters.

I can know from correspondence that there is a demand for Indian Coir products in this country, and there are good manufacturer in India, anxious to export their products. Many are constantly writing to me, to book some business for them, but I am unable to do so, as I do not get licences.

According to the investigations of the Consul General of this place, Germany imports Coir products to the tune of 4.500 tons, of which about 4.100 tons are supplied by Holland, Belgium, France e.t.c., whereas we, who are struggling to improve our trade balance, have to be satisfied with about 400 tons, and that too, with a licence quota.

I represent these Indian manufacturers and therefore I would like to do something for them. I learn, that fresh licences for Coir products are likely to be issued in September, for which I should like to have some share in it for Indian manufacturers. The Bundesamt für Gewerbliche Wirtschaft in Frankfurt takes these decisions, and I wonder, if you could be of some help in getting the licences, as it is purely in the interest of Indian Export-trade. If you can't do that, then could you suggest me the right way of approach to German authorities, with whom you are likely to be in closer contact.

I should be much obliged to hear from you at an early date and remain with kind regards

sincerely yours

K. Ammaley.

27

MAYER & CO.
IMPORT-EXPORT

Bankkonto:
Commerz- und Disconto Bank Hamburg
Ness 7 Konto 30022

Telefon: 68 17 11

Cable: E R M A H - Hamburg

M. GANPULEY

Dr. B.P.Chablani
Embassy of India
252, Koblenzer strasse
B o n n .

Hamburg-Wandsbek,
Königstraße 3
19th. August, 1959

No. COMS- 10/59

My dear Dr. Chablani,

I acknowledge with thanks the receipt of your kind letter, dated 14th. August, together with the list of Importers of Coir products.

I was really very happy, to read this letter of yours, which has not the usual cold, official note, but is full of feeling and warmth for the person and the ~~course~~ cause, which he upholds.

I quite understand your difficulties and know very well, that such things have to be decided at a higher level, but even then, someone has to make a beginning in a manner, that would draw the attention of those, who have to take the decisio

If on one hand Germany professes to show anxiety to impro our trade balance, she cannot close the doors with the other hand against such products, which India has to offer and which her market needs.

I shall surely contact the Bundesamt of gewerbliche Wirtschaft in Frankfurt, when I go there sometimes between 2nd. and 4th. of Sept., when I also intend to visit Indian section in Frankfurt Exhibition. I should appreciate, if you would kindly introduce me to Dr Fremerey of the gewerbl. Wirtschaft.

As you know, I am also in touch with Mr. Philips, whose advice I shall take, when I am there.

As you have rightly said, I am not applying for the licen in my name, but have formed a Company with a German party, who has done a good business in these articles last year. They would have done more but for the licence limitations.

I shall get in touch with all those, whose list you have very kindly sent to me.

Thanking you once again, and hoping to have a chance of meeting you personally soon

I remain with kind regards

sincerely yours

M. Ganpuley.

28

Mr. [illegible]
Consul General for
Rhodesia

Dear Mr. Pache,

I acknowledge with thanks the receipt of your letter dated 16th inst.

I also thank you for the addresses of those interested in Native Trust business whom I shall contact and let you know the results of my talks.

Today I received a letter from Mr. Lord to whom I have replied as per copy enclosed. As I said Dr. Chalchi is not very much hopeful of a change in the Human Government policy soon still I shall not leave the matter till some decision is taken.

It is likely that I am leaving on a small Reunion you'd trip on the 25th of this month till the 9th of December and hence still not be able to attend the party for which you have so kindly invited me.

I am enclosing herewith a letter meant to you which was enclosed in mine.

I am also writing Frankfurt Zeitung and will let Mr. Philip at that time.

If you don't mind I would like to have the address of the Rhodesian Consulate or whom you met on the day I met you in your office, as I should like to introduce him to my friends Mr. [illegible] Virginia who have interesting and exciting plan of Rhodesia and Europe.

Thanking you for all the assistance in regard my case for Europe promotion and with kind regards

Sincerely yours

Encl. Copy of letter
to Dr Chalchi

19

24. August 1:5) w/

Herrn

Dr. Bolsen
Presse- und Informations-
amt der Bundesregierung

B o n n /Rhein
Welckerstraße

Betr.: Besuch des indischen Journalisten Gampuley

Sehr geehrter Herr Dr. Bolsen!

Am vergangenen Mittwoch war ich, allerdings vergeblich, [illegible] und wollte Ihnen bei dieser Gelegenheit einen kurzen Besuch machen. Leider kam Sie schon [illegible]. Ich [illegible] noch kurz mit Herrn [illegible] Staube-Brecher zusammengesteckt, mit dem ich [illegible] gearbeitet habe. Er wußte von meinem Schreiben von [illegible] noch nichts.
Da ich [illegible] Wochenende auf den Bericht bin, verstehe ich, daß - leider vergebens - Boeten, 14.45 Uhr, fernmündlich zu erreichen.
Ich [illegible] davon aus, daß die Reise Gampuley morgen nicht [illegible] und verschiebe sie mit gleicher Post. Ich erwarte [illegible] weiteren Bescheid von Ihnen. Gut wäre, wenn man den Wunsch von Herrn Gampuley erfüllen könnte, in Rahmen der Reise die Frankfurter Messe (vom 30.8. bis 3.9.) zu berühren. Ich würde dann das Programm entsprechend umstellen.

Mit freundlichen Gruß
Ihr sehr ergebener

(Reichel)

3

at present
Stuttgart
4th September 59

DrV.K.R.V.Rao
Vice Chancellor
Delhi University
Delhi

my dear Dr Rao,

I take this opportunity of introducing to you Dr Frencrey a welknown economist of Germany who is proceeding to India as a delegate of a UNO team of Experts to study Indian economy and give their advise about the development of the same.

As a known economist of our country you will surely meet him when he is there but I shall be glad if you cou. give him more of India than the dry figures of economy.

I hope you are keeping well. with kind regards

incerely yours

31

Stuttgart. 4th Sept 1959

Shri D.P. Karmarkar
Minister of Health
7 Race Course Road
New Delhi

My dear Shri Karmarkar,

Dr Fremerey President of Bundesamt für Gewerbliche Wirtschaft is coming to India as a UNO delegate of a teamm of experts to study and advise on Indian economical problems.

Apart from that Dr Fremerey is coming there as a good friend of India and as such I shall be glad if you will give him all the help and assitance to know more of our country and our people.

Thanking you and with kind regards

Sincerely yours

32

Deutsch Indische Ges.
z.Zt Stuttgart . 4. 9. 59

Herrn Dr Fremerey
Presidänt Bundesamt für Gewerbliche Wirtschaft
Frankfurt./M

Sehr geehrter Herr Dr Fremerey,

Ich danke Ihnen verbindlichst für die freundliche Aufnahme die Sie mir gestern bei meinem Dortsein zuteil werden liessen.

Es war für mich eine Genugtuung die Problem meines Landes bezw. die Probeleme einer indischen Industrie Ihnen vortragen zu können, für die Sie grosses Interesse und Verstandnis zeigten. Mein Bestreben geht dahin die indischen Produzenten mit dem deutschen Abnehmerkreis in direkter Verbind zu bringen und umgekehrt, was wir bis jetzt wegen den uns allen bekannten Gründen nicht tun konnten.

Ich bin dessen bewusst das es nicht heute auf morgen möglich sein wird. Aber mit diesem Ziel vor Augen soll irgendwo ein Anfang gemacht werden wofur ich Ihre verständn. volle Unterstützung erwarte.

Ich erlaube mir Ihnen Briefe auf Ihre Reise nach Indien mitzugeben und hoffe dass Sie sich in meiner Heimat wohlfühlen wurden.

Mit freundlichen Grüssen.

Ihr ergebener

Anl. 3 Briefe

EMBASSY OF INDIA
262, KOBLENZER STRASSE
BONN
Tel. 21931, 21932, 21933

.. COM 5-1059

S. P. Chakravarty

34

..e.T-18/59

INDISCHE BOTSCHAFT
BONN.
KOBLENZER STRASSE 262
Tel. 21931, 21932, 21933

September 10, 1959.

My dear Mr. Ganpuley,

Let me tell you what a great pleasure it was to meet you and Dr. Meichel the other day.

I understand that you had sent your acceptance of the membership of the Advisory Committee when I was on leave. This letter, however, does not seem to be readily available; and I should be grateful if you would kindly send me a copy of your letter duly signed.

With kind regards,

Yours sincerely,

S. P. Chabiani

Dr. (S.P. Chabiani)
First Secretary (Commercial)

Mr. N.G. Ganpuley
Ganpuley & Co.
HAMBURG 36
Alsterufer 10

H.G. Ganpuley

35

Herrn
Dr. Bensch
Presse-u.Informationsamt
der Bundesregierung
Bonn

Kölnerstrasse

den 23.9.59

Sehr geehrter Herr Dr. Bensch!

Von meiner Reise zurückgekehrt erlaube ich mir, Ihnen besonders für die verständnisvolle Unterstützung und Durchführung meiner Studienreise durch Sie herzlich zu danken.

Ich hatte die Gelegenheit, während dieser Reise in Bonn persönlich kennenzulernen und konnte zu meiner Freude aus unserer Unterhaltung entnehmen, dass sie sehr viel Verständnis für mein Land und seine heute haben, und bereit waren, auch von unserer Seite kennenzulernen, tatkräftig zu unterstützen.

Wie ich Ihnen schon mündlich sagte, möchte ich noch einige Monate in Deutschland, um von dort aus eine Reihe von Artikeln über das Thema Ihrer Stadt - Westberlin in meiner Zeitung zu schreiben. Ich konnte Berlin mit ganz anderen Augen sehen als die Touristen, die das frühere Berlin nie gekannt haben. Ich erlebte Berlin und Umgebung in den Jahren von 1922 bis 1926 und sehe das pulsierende Leben und Treiben unter den Linden, Kurfürstendamm, Friedrichstrasse, Potsdamer Platz, Leipziger Strasse, Tauentzien, Europa Center und Kreuzberger Berg in Erinnerung. Darum kann mir deshalb ein ganz anderes Urteil erlauben, nachdem ich gestern der verkehrsreichen, toten Ostsektor besichtigte und der pulsierenden Leben des Westsektors dem gegenüberstellte.

Kurzum war die Reise für mich sehr lehrreich, wofür ich dem Amt für Presse-u.Informationsamt sehr dankbar bin. Während meines hiesigen Aufenthaltes möchte ich noch mehr sehen, falls das Presseamt es für richtig hält und es ermöglicht.

Ihnen nochmals dankend verbleibe ich mit freundlichen Grüssen

Ihr

56

EMBASSY OF INDIA
62, KOBLENZER STRASSE
BONN
TEL. 21931

COM-16-10/59

26th Septr. 1959

Mr.N. Ganpuley,
Messrs.I. Mayer & Co.,
Hamburg-Wandsbek,
Königstrasse 3

My dear Mr.Ganpuley,

Many thanks for your esteemed letter dated 22nd September 1959

I am sorry you could not meet Dr.Fremerey; but Dr.Süst will be glad to meet you any time convenient to you. He sent me a letter to this effect (copy enclosed).

It was a real pleasure for me to meet you; and I shall not fail to see you when I am in Hamburg again.

With kindest regards,

Yours sincerely,

S. P. Chablani

Enc:

(S.P. Chablani)

/COBY 37

Bundesamt für Gewerbliche Wirtschaft,
Frankfurt/Main,
Bockenheimer Landstr:38

Ref.No.III 7- Su.Ba.- 19th Septr. 1959

Dr.S.P. Chablani,
Embassy of India,
262 Koblenzer Strasse,
Bonn

Re: No.COM-1-610/59

Dear Dr.Chablani,

Thank you for your letter, 5th Septr. and your introduction of Mr.Ganpuley. I am awaiting his visit and I am sure that I will have an interesting talk with him.

With kindest regards,

Yours sincerely,

(sgd)(Suest)

N. GANPULEY

38

Dr S.P. Chablani
First Secretary Commerci
Indian Embassy B
Bonn

22 Sept 59

y dear Dr Chablani,

cknowledge receipt of your letter dated 10th instant. After meeting you I visited several places and returned back to Hamburg on Sunday last. I could not reply therefore your letter earl er.

I was really happy to meet you after a long time. I have learnt to appreciate you and your work and shall be sorry if you were to leave Germany at this stage. Not that I am going to stay here. I am leaving for Indian by the end of January next but I wish that officers like you stay alon for some time longer to look after indian interests.

I had been again to Frankfurt but did not meet Dr Prodesey. You know I have absol tely no personal interest in any busi ness whatsoever. I ought to have retired to my place in India. B t somehow I still feel that I have some duty towards my nation and I keep on doing my part of the work inspite of failures.

I wonder how my letter is missing. I am sending to you ther with a copy of the same for records. I hope t at the advisory committee will function properly, its advice taken and implemented. As I learn the first meeting is going to be held on the 13th of October then I hope to meet you.

anti g you an Wit arts

ncerely yours

... ajpal y

39

An das Bundesamt
für gewerbl. Wirtschaft
z.H. Herr RIES
FRANKFURT / Main
Lockenheimer Landstr.38

5.Okt.59

Sehr geehrter Herr Ries!

Ich habe noch keine Nachricht von Ihnen über die kommende Ausschreibung für Kokosfabrikate erhalten. Ich hoffe, daß Sie mich und unsere Unterhaltung, in Ihrer vielseitigen Arbeit, nicht vergessen haben.

Wie ich es Ihnen, und Herrn Dr. Fremery persönlich vortrug, und was von unserem Handels Attaché, Dr. Chablani, bestätigt wurde, arbeite ich im Interesse der Deutsch-indischen Wirtschaftsförderung, seit mehreren Jahren. Meine Nachforschungen in der Angelegenheit Kokos-Produkte zeigten mir, daß die richtigen indischen Fabrikanten niemals in den Genuß des Exports nach Deutschland kommen werden, wenn die Lizenz-Zuteilung 1.) nur an alte Firmen mit Referenzen, und 2.) unausreichend vorgenommen wird.

Durch das Lizenz-System hat sich die Zahl der an Ausschreibungen Beteiligten wesentlich vergrößert, sodaß wenn man nach dem Prinzip der gerechten Verteilung vorgeht, jeder eine Lizenz für ein paar 100.-DM. bekommt, mit dem begreiflicher Weise kein Import der Ware angestrebt werden kann. Folglich werden alle diese Lizenzen von den alten Import Firmen gesammelt und an die alten Lieferanten, in diesem Fall, an englische Firmen weitergeleitet.

Ich bin hier im Auftrage mehrerer namhaften indischen Fabrikanten, die genau so gut und preiswert liefern können, aber durch diese Maßnahmen von einem gesunden Wettbewerb vollkommen ausgeschlossen werden.

Ferner konnte ich feststellen, daß die an den Kokosfabrikanten und Kleinhändler erteilten Lizenzen nicht voll ausgenutzt werden. Außerdem ziehen die großen Importeure ebenfalls den kürzeren Weg, mehr Ware über Holland und andere EWG Staaten zu beziehen, anstatt sich um Import der indischen Ware zu bemühen.

Ich fürchte, daß hierdurch bald das indische Geschäft in fertigen Kokoswaren wesentlich zurückgehen wird, wenn nicht Maßnahmen ergriffen werden, dieses zu unterstützen, und dadurch die Frage der passiven Handelsbilanz zu versuchen.

Ich hoffe, daß die deutsche Regierung, resp. das Bundesamt meine Ausführung bei der nächsten Ausschreibung berücksichtigt.

Mit besten Grüßen verbleibe ich

Ihr sehr ergebener

Interministerieller Einfuhrausschuss
- Sekretariat -

Frankfurt/Main, den 7.1o.1959
Dr.R/Sö. - App. 261

6/o

Herrn
H. GANPULEY
i.Fa. I. Mayer & Co.,

Hamburg-Wandsbek
==========
Königstrasse 3.

Sehr geehrter Herr Ganpuley!

Leider ist es noch nicht soweit, dass ich Ihnen den Termin für die kommenden Globalausschreibungen bekanntgeben kann. Die Vorbereitung dieser Globalausschreibungen hat sich aus internen Gründen etwas verzögert. Sobald der Zeitpunkt da ist, werde ich Ihnen, wie seinerzeit zugesagt, den Einreichungstermin für für Waren, an deren Einfuhr sie interessiert sind, bekanntgeben.

Die in Ihren geschätzten Schreiben vom 5. Okt. 1959 gemachten Anregungen für die Verbesserung der Globalausschreibungen habe ich an die zuständige Fachstelle mit der Bitte um Beachtung weitergegeben.

Mit freundlichen Grüssen

Ihr ergebener

Interministerieller Einfuhrausschuss
- Sekretariat -

Frankfurt/Main, den 3.11.1959
Dr.R/Tö. - App. 261

Herrn
N. GANPULEY,
i. Fa. I. Mayer & Co.,

Hamburg-Wandsbek
==========
Königstrasse 3

Sehr geehrter Herr Ganpuley:

Als ich Ihnen seinerzeit zusagte, die Veröffentlichung der kommenden Globalausschreibung im Bundesanzeiger bekanntzugeben, hatte ich angenommen, dass dies in einem oder zwei Bundesanzeigern erfolgen würde. Wegen der geänderten Verhältnisse werden die Globalkontingente für das 1. Halbjahr 1960 laufend in mehreren Bundesanzeigern veröffentlicht. Die erste Ausschreibung für Jute-Erzeugnisse war im Bundesanzeiger vom 29.10.59 Nr. 208, ergänzt in den Bundesanzeigern Nr. 209 und 211 vom 30.10. und 3.11. Dann folgen weitere Ausschreibungen für mehrere Waren im Bundesanzeiger vom 5.11.59. Alle weiteren Kontingente werden nachher zügig veröffentlicht.

Ich bitte also, in der nächsten Zeit den Bundesanzeiger zu verfolgen, dann werden Sie auch die für Sie interessanten Ausschreibungen finden.

Mit freundlichen Grüssen

Ihr sehr ergebener

N.Ganguley

4th Nov 59

Herrn Dr. S.P. Chablani
Commercial Counsellor
Indian Embassy
Bonn

Dear Dr Chablani,

Having not heard from you for a long time I am writing this to know if there is any chance of your coming here any of these days, so that one can sit and talk for some time on all that could be of interest to our trade promotion.

After our first advisory committee I sent to you a copy of my proposals which I had submitted to the committee I should have been glad to have your views on the subject.

Since then the great delegation with Mr.K.B.La was also here. I could talk with him a little and I read of certain decisions taken in local papers, which were in line with my proposals or talks with him.

I further learn that a mixed commission of Germans and Indians should be formed to advise and implement the decisions taken. This commission should meet once in Germany and once in New Delhi. I hope that proper men will be chosen to form this commission which is the same has to work effectively. I shall be glad to know more on this subject if I am allowed to know it.

I have not heard anything so far from Frankfur about their product licencing. I hope something comes of before I leave for India in January.

I hope you are keeping well. With kind regards

Sincerely yours

N. Ganguley

'43

Dr S.K.Chablani
Commercial Counsellor
Indian Embassy
Bonn

Your ref. Com 3-2/72 E

6th November 72

My dear Dr Chabalani,

I acknowledge receipt of your letter date 4th instant, toget er with a copy of protocol for whic I am thankful obliged to you.

My letter of the same date crossed it. yours. I have expressed therein my desire to meet you for talks practically on the same lines about which you write in your letter under reply.

I shall surely go through the various points in the protocol and submit to you my views and suggestions on the points raised and on the articles mentioned in the protocol.

At the very end of your letter you have suggested to have me as one of yours and confirm the important matters relating to our country's economy. We hope that you will be contributing much towards the solution of these problems.

With kind regards

Sincerely yours

H.GANDOLFI

44

[illegible] Dr G.P.Gumbleton
Commercial Counsellor
Indian Embassy
Rome

5 November 59

My dear Dr Gumbleton,

I have already written [illegible]

[illegible]

[illegible]

[

N. GANPULLY.

45

An das Bundesamt für
Gewerbliche Wirtschaft
z.H. von Herrn Dr R i e s
F R A N K F U R T /Main
Rockenheimer Landstraße 38-40

den 9. November 1959

Betr.: Kokoswaren-Einfuhr.

Ich beziehe mich auf meinen Besuch bei Herrn Dr. Fremerey auf Empfehlung von Herrn Dr. Chab lani, Commercial Counsellor Indischer Botschaft Bonn, am 5. Sept. dieses Jahres in der Angelegenheit Einfuhr indischer Cocos-Fabrikate.

Herr Dr. Fremerey sagte mir sehr entgegenkommend und gab mir seine wertvolle halbe Stunde, um mir das zu hören, was ich über die Kokoswareneinfuhr vorzutragen hatte. Er versicherte mir, mein Bestreben zur Förderung der indischen Kokosfabrikate Einfuhr, im Rahmen seiner Befugnisse zu unterstützen. Da Herr Dr. Fremerey bald darauf nach Indien reisen mußte, machte er mich mit Herrn Dr. Ries bekannt, der in seiner Abwesenheit in dieser Sache zu entscheiden hatte. Am 16. Sept. war ich wieder in Frankfurt, um Herrn Dr. Fremerey vor seiner Indienreise kurz zu sprechen und ihm eine gute Reise nach Indien zu wünschen. Ich suchte bei der Gelegenheit wieder Herrn Dr. Ries auf, um ihm die Sachlage klarzulegen.

Mit meinem Schreiben vom 5. Oktober habe ich dann, als Vertreter der namhaften indischen Kokswaren-Fabrikanten versucht, meinen Standpunkt schriftlich niederzulegen und Sie bitten, bei der nächsten Aussprache meine Anträge, die ich im Namen der von mir vertretenen indischen Fabrikanten, und im Interesse der deutschen indischen Wirtschaft, stellen werde, wohlwollend zu berücksichtigen.

Es ist mir bekannt, daß eine Erhöhung der Einfuhrquote nicht in Händen des Bundesamtes für gewerbl Wirtschaft, in Frankfurt liegt, sondern darüber BONN zu entscheiden hat. Ich weiß ebenfalls, daß man im GATT über die Erhöhung der Quote, so positiv über eine Liberalisierung dieser Produkte verhandelt, was aber einige Jahre in Anspruch genommen wird. Aus meiner Erfahrung heraus bereits ich aber, daß bis dahin die indischen Fabrikanten diesen Markt an die EWG Länder Lieferanten vollkommen verlieren werden und niemals in den Genuß der durch Liberalisierung zu erhaltenden Vorteile kommen werden.

Bei den GATT Besprechungen wurde u.a. die Beschäftigung der meisten und wichtigsten in den einheimischen Betrieben als ein Grund für die Zurückstellung der Liberalisierung dieser Produkte angegeben. Man hat damit gegen, obgleich dieses eine Sache der sozialen Marktwirtschaft ist. Ferner ist die Blinden oder Kriegsbeschädigten Beschäftigung kein Sonderfall nur bei dieser Industrie, sondern es kommt sogar bei Siemens oder Daimler Benz Betrieben vor. Außerdem werden in dieser Industrie Blinde viel mehr in Besen und Bürsten-Fabrikation, als in Fabrikation von Matten oder Läufern beschäftigt.

Angenommen, daß wir dieses Argument gegen Liberalisierung als gut heißen, so sollte Indien, welches ein guter Abnehmer deutscher Waren ist, und ein noch größerer Abnehmer sein könnte, wenigstens im Einfuhr seiner Kokosfabrikate als ein uralter Kokoswaren-Fabrikant mit den Ländern gleichgeschaltet werden, die diese Fabrikation als jüngste Nebenbeschäftigung aufgenommen haben. Importe aus Indien, stehen in keinem Verhältnis zu Importen aus Belgien, Holland, Italien, wenn wir dem Gesamtimport von 4572.6 Tonnen im Jahr 1958, den indischen Anteil von nur 439.4 Tonnen gegenüber stellen.

Ich habe hierdurch versucht, meinen Standpunkt im Interesse der indischen Fabrikanten einerseits und der allgemeinen Deutsch Indischen Wirtschaft andererseits, dem Bundesamt zur Ansicht und wohlwollenden Überprüfung vorzulegen. Wenn ich heute mit der Bitte an das Bundesamt für Gewerbliche Wirtschaft herantrete, so geschieht es nicht in meinem persönlichen Interesse als eine Importfirma, die durch die erhöhte Import-Lizenz bestimmte Vorteile für sich sucht, sondern ich tue es im Interesse des allgemeinen Deutsch indischen Handels, der durch wachsende Passivität in einen Engpass geraten ist. Indien möchte vielmehr aus Deutschland beziehen, um seine Industrie und Wirtschaft aufzubaueh, fühlt sich aber durch die Handelsbilanz gezwungen, sich bei dem Einkauf zu beschränken, oder aber woanders zu kaufen, wo sich ein Handelsbilanz-Ausgleich ermöglichen läßt. Es ist auch der Grund warum man notgedrungen, und nicht aus eigenem Triebe die Ostblockländer bevorzugt.

Es ist deshalb zu überprüfen ob wir die indische Wirtschaft fördern sollen, oder aber auf die Paragraphen unterstützt, sie zwingen, ihr Heil woanders zu suchen.

Ich versuche jetzt länger als ein Jahr vergeblich, die indischen Fabrikanten, deren Interesse ich vertrete, in Deutschland einzuführen. Alle diese Fabrikanten sind leistungsfähig und konnten qualitativ und preislich mit jedem anderen konkurrieren. Die deutschen Abnehmer sind ebenfalls bereit, indische Ware zu kaufen. Der Bedarf hierfür ist vorhanden, aber ich werde nie in der Lage sein, diese Lieferanten, die die gewünschten Waren haben und die deutschen Abnehmer zusammen zu bringen und dadurch eine kleine Verringerung der Handelsbilanz herbeizuführen, solange meine Anträge als Neukömmling mit DM.500.-- abgespeist werden.

Ich möchte keine Kritik auf das Ausschreibungs-und Lizenzverteilungssystem ausüben. In demokratischem Staat ist jeder berechtigt, sich an einer Ausschreibung zu beteiligen. Demzufolge haufen sich die Anträge und um dann allen gerecht zu werden, verteilt die Behörde die zur Verfügung stehenden Beträge unter alle mit dem Resultat, daß jeder einen winzigen Betrag zugeteilt bekommt, womit man keine Importe aus Indien tätigen kann. Alle diese fließen letzten Endes zu denjenigen Firmen, die Kapitalskräftig sind, bessere Referenzlisten besitzen, manchmal selbst an Fabrikation beteiligt sind. Die Fabrikanten selbst sind an Ausschreibungen beteiligt und als Garnlieferanten an diese Fabriken haben die Firmen der Referenzliste den Vorzug, auch die fertigen Waren gegen diese Lizenzen zu kaufen, oder aber nicht zu kaufen, wenn der Import nicht in ihrem Interesse liegt.

Betrifft Kokoswaren- Einfuhr.

Ich besuchte einige alte Importhäuser, die meines Wissens bessere Referenzlisten haben. Aber auch sie waren über die klägliche Zuteilung unzufrieden. Diese konnten zwar durch mehrere Anträge und angesammelte kleinere Lizenzen einen ansehnlichen Betrag zusammenbringen, aber man ist mit dieser Art unnützer Mühe nicht zufrieden. Außerdem sagten sie mir, "Warum sollen wir die Aufträge nach Indien geben und ein viertel Jahr oder länger auf die Ware warten, die vielleicht nicht zu unserer Zufriedenheit ausfallen könnte, wenn wir hier in der nächsten Nähe die notwendige Ware telefonisch bestellen können, und in 90 Tagen Accept bezahlen?"
Ich kann den Standpunkt dieser Firmen sehr wohl verstehen und werde sie als Geschäftsmann nie tadeln. Aber unter diesen Bedingungen, und mit dieser Einstellung der Importeure in Deutschland sehe ich keine Zukunft für eine erhöhte Einfuhr der indischen Kokosfabrikate.

Sollte diese Ware liberalisiert sein, oder die indischen Fabrikanten, bezw. deren Vertretergrößere Lizenzen bekommen, so könnten die indischen Fabrikanten ihre Ware hier auch auf Lager haltem, um die Kunden sofort zu beliefern, wie es von EWG Ländern getan wird.

Sobald die Einfuhr Ausschreibung veröffentlich wird, werde ich mir erlauben, entsprechende Anträge einzureichen mit der Bitte, diese im Sinne meiner obigen Ausführung zu behandeln.

Ich hoffe mit diesem Schreiben einen Schritt zur Klärung unserer Lage in Hinsicht der Exportmöglichkeit, in diesem wichtigen Produkt Indiens, gemacht zu haben, welches seitens der deutschen Behörde nicht mißverstanden wird.

Hochachtungsvoll

N. Ganpuley.

N. GANPULEY.

48

Interministerieller
Einfuhrausschuss
- Sekretariat -
z.H.Herrn Dr. Ries
FRANKFURT / Main

den 9.November 59

Sehr geehrter Dr. Ries!

Haben Sie verbindlichen Dank für Ihren Brief vom 3.ds.Mts. und für den Hinweis betreffs Veröffentlichung der Globelausschreibung im Bundesanzeiger.

Ich werde die Bekanntmachungen verfolgen und zu gegebener Zeit die Anträge einreichen und Sie davon in Kenntnis setzen. Das Begleitschreiben, welches ich den Anträgen beifügen sollte, sende ich schon heute für Ihre Begutachtung, damit ich nichts falsches mache.

Soeben erfuhr ich durch India Trade Centre Frankfurt daß man bei der jüngsten Besprechung in Bonn zwischen Indischer Delegation unter Führung von Staatssekretär Herrn K.B.Lall und Deutscher Bundes Regierung auch diese Frage behandelt hat und die Bundes Regierung sich zu gewissen Knzessionen bereit erklärt hat.

Mit freundlichen Grüße
Ihr sehr ergebener

M. Sanpuley

49

Dr ..A.Chaoulani
Cou[illegible]rcial Counsellor
Unified x Jotsoft
[illegible]on

[illegible] 30 Nov 3[illegible]

[illegible]y dear Dr Chaoul[illegible]ni,

[illegible]ou may be excited [illegible]d would like to [illegible]
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Interministerieller Einfuhrausschuss
- Sekretariat -

Frankfurt/Main, den 13.11.1959
Dr.R/Tö. - App. 261

50

Herrn
N. GANPULEY,
i. Fa. I. Mayer & Co.,

Hamburg-Wandsbek
==========
Königstrasse 3

Sehr geehrter Herr Ganpuley!

Die restlichen Globalausschreibungen werden im Bundesanzeiger vom 13.11. und 14.11.1959 veroffentlicht. Den mir vorgelegten Entwurf zur Begrundung Ihres Antrages vom 9.11.59 habe ich zu meinen Akten genommen. Ich habe keine Bedenken, dass Sie Ihre Anfrage so wie vorgeschlagen begrunden.

- Dr. Ries -

N.GANPULLY.

Interministerieller
Einfuhrausschuss
- Sekretariat -
z.H. Herrn Dr. Ries,
FRANKFURT / MAIN.

51

16. November 1959

Sehr geehrter Herr Dr. Ries!

Ich danke Ihnen für Ihre Brief vom 13.11.5[illegible]

Laut Veröffentlichung im Bundesanzeiger habe ich heute sofort folgende Anträge eingereicht:

GANPULEY & Co	Hamburg	DM. 50.000
OTTO BERTRAM & Co.	Hamburg	" 50.000
I. Mayer & Co	Hamburg	" 100.000
Deutsch Indische Gesellschaft	Stuttgart	" 130.000

Da die Anträge nur durch Handelsgerichtlich eingetragene Firmen eingereicht werden können, habe ich die indischen Fabriken, die ich vertrete, nicht erwähnt.

Dieses nur für Ihre Information.

Mit freundlichen Grüßen

Ihr

OF INDIA
202, KOBLENZER STRASSE
BONN
TEL. 21931
" 21932
" 21933

COL-16-28/59

7th December 1959

My dear Mr. Manpuley,

May I thank you for your letter dated 4th December 1959. I am writing to Dr. Sdst about you (copy enclosed). I trust he will give you all the assistance you need.

May not stop over in Bonn on your way to Frankfurt. Perhaps we could have a useful discussion on many outstanding problems. We can also share a little potluck with us.

With kind regards,

Yours sincerely,

S. P. Chablani

Enc:

Dr. (S.P. Chablani)

Mr. Manpuley,
Messrs. I. Mayer & Co.
Hamburg-Wandsbek,
Albini strasse 3

EMBASSY OF INDIA
62, KOBLENZER STRASSE
BONN
Tel. 21931, 21932, 21933

53

T.AC/59

2nd December 1959

My dear Mr.Ganguley,

Kindly refer to your letter dated 24th November 1959. I am grateful to you for taking the trouble of formulating your suggestions on the protocol. You may be assured that we shall try to implement as much of them as will be administratively feasible.

Doubtless the suggestions that you have made are appealing on the surface. But surely dear friend, Mr.Ganguley, even make suggestions which are otherwise.

Please do write to me if you have any difficulty about the import licences for Jute; but it occurs to me that you might be interested yourself in the other items as well. What do you think of Coffee? I was looking into the Coffee figures and find that all exports in this line have fluctuated in recent months. The quality of Indian Coffee, as you know, had always been acceptable in this market, and I am somewhat in what the reason for the present decline could be. If it is possible for you to make a probe into this matter, it will help us a great deal.

With kind regards,

Yours sincerely

S. P. Chakravarty

Mr. [illegible],
Messrs. [illegible] & Co.
Import-Export,
Hamburg [illegible],
[illegible] Brücke 3

N. GANPULEY.

Dr. S.P Chablani
EMBASSY OF INDIA
262, Koblenzer Strasse
B O N N

54

4th December 1959

My dear Dr. Chablani,

I thank you for your letter dated 2nd. December and in reply to the same I have to inform you, that I have already written mynotes on the articles mentioned in the annexure to the protocol, which I shall submit to the Meeting of the advisory Commitee of India Trade Centre, which will meet hereon the 15th. of this month.

I shall send a copy of the same to you by the end of next week after the same is duplicated.

I have already applied for Coir licences and I hope that our friends in Frankfurt will be more considerate this time. I shall be going to Frankfurt on Thursday 10th Dec. where I expect to meet Mr. Philipps and shall also call on Dr. Süst of the Bundesgewerbeamt, to whom you once had written.

If you think it advisable you may again write to him in case Mr. Fromerey has not returned from India. At any rate, I shall make it a point to meet them.

I have already engaged myself together with Dr. Dugal and Mr. Otto Bertram for the Import of Cashow, Pepper, Cardamom and Walnuts. You are already aware about Dr. Dugal's trip to India and if he is successful, this work will be taken up on a large scale, in which I shall be interested in purchases in India from the producers, respectivly large dealers.

As You know, Mr. Bertram has also his own Cofee import organisation through which we may be able to do something if Indian shippers were to send their offers

I have decided to leave for India by the end of January 1960 and will take up these questions with organisations ther if you would support my activities.

I should have very much liked to meet you to discuss on the suggestions which I have made this time.

Thanking you, and with kind regards

Sincerely yours

N. Ganpuley.

N. GANPULEY

S's

14. Dezember 1959

Herrn Dr. Ries
Bundesamt für gewerbl.
Wirtschaft

Frankfurt / Main
Sachsenhäuser Landstr. 58

Sehr geehrter Herr Dr. Ries.

Inzwischen habe ich den beiliegenden Brief erhalten.

Wie ich Ihnen schon mitteilte, ist die Firma Ganpuley & Co seit vielen Jahren eingetragen und ich hatte persönlich voriges Jahr einen Antrag gestellt worauf mir ich nur eine Lizenz von DM.500.--erhielt.

Ich brauche nichts mehr in dieser Angelegenheit zu schreiben, da Sie wissen worum es sich handelt.
Ich habe deshalb keine Antwort auf diesen Brief gegeben und überlasse Ihnen die Entscheidung.

Mit freundlichen Grüßen

Ihr

N. Ganpuley

[illegible]

[illegible]

[illegible]

N. GANPULEY

An das Bundesamt für
Gewerbliche Wirtschaft
z.H. Herrn Dr. Ries
FRANKFURT / Main
Bockenheimer Landstr. 38

57

14. Dezember 1959

Sehr geehrter Herr Dr. Ries!

Ich danke Ihnen, daß Sie mir wieder die Gelegenheit gaben, mit Innen über die mir nahe gelegenen Probleme der indischen Importe zu unterhalten.

Ich brauche darüber nicht mehr zu schreiben, da Sie über die Probleme bestens orientiert sind.

Heute hörte ich von der Fa. Otto Bertram, daß sie den Antrag auf Erteilung einer Einfuhrbewilligung zurück bekommen hat. Die Fa. Otto Bertram ist eine alt bekannte Firma für Importe aus allen Ländern. Ich beabsichtige zusammen mit Fa. Otto Bertram eine rege Tätigkeit für den Import indischer Produkte, hauptsächlich aus dem Bezirk Kerala zu entfalten. Nicht nur Kokoswaren, sondern auch die anderen Produkte, wie Cashew Nüsse, Pfeffer, Kardamom, und einige Drogen wollen wir aus dieser Gegend importieren.

Der indische Partner, Dr. Dugal ist soeben nach Indien gefahren, um mit dem Wirtschaftsministerium über die Kredit, restriktive Sorten Geschäfte zu verhandeln.

Ich hatte, wie ich Ihnen bekannt gab 4 Anträge eingereicht, wovon zwei, nämlich Fa. Otto Bertram & Dr. Reichel Stuttgart abgelehnt worden sind.

Jetzt bleiben nur zwei Anträge:
1. Ganpuley & Co., Rs. 50.000
2. Mayer & Co, " 100.000

In meinem Namen bekam ich vorigesmal nur einen Betrag von Rs. 500.-- und für die Fa. Mayer einige DM. 1252. Ich habe inzwischen die Firma Mayer & Co voll und ganz für diese Arbeit übernommen und deshalb möchte ich es gerne sehen, daß wenigstens diese zwei Anträge voll berücksichtigt werden, damit ich meinen indischen Fabrikanten teilweise befriedigen kann.

Ich vertrete 6 namhafte Kokosfabriken in Alleppey, die leistungsfähig sind und das Gewünschte für den hiesigen Markt liefern können.

Ich hoffe bald einen günstigen Bescheid zu erhalten und zeichne mit freundlichen Grüßen

Ihr

N. Ganpuley

Anlage.

Dr. S.P. Chablani
EMBASSY OF INDIA
262, Koblenzer Strasse
B O N N

54

28. Dezember 1959

My dear Dr. Chablani,

Thanks for your letter dated 22nd. inst.

I am glad you liked my suggestions. I have given a lot of more thoughts to this subject but could not bring that to paper as I had to be very short.

You know, this subject interests me tremendously. I am afraid that either we have neglected it so far or the Germans are not taking it very seriously on a full belly.

I should like to take up coffee with Messrs. Bertram & Co. I shall thank you to give me more particulars. I shall also meet Coffee Board in Bangalore if you will introduce me.

I intend leaving this place for India on or about 22nd. of January. It will be nice if I could once meet you before that time.

Herewith a copy of my letter to Dr. Susst.

With kind regards

Sincerely yours

P. Ganguley.

Enclosed: Copy.

N/GANPULEY.

59

Herrn
Dr. Süsst

Bundesamt für gewerbliche
Wirtschaft

FRANKFURT / MAIN
Bockenheimer Landstrasse 3d

28. Dezember 1959

Sehr geehrter Herr Dr. Süsst!

Herr Dr. Chablani Bonn war sehr freundlich, mich bei Ihnen einzuführen und war sehr erfreut darüber, daß ich die Gelegenheit haben werde, Sie persönlich kennen zu lernen und mich mit Ihnen über die indischen Wirtschaftsprobleme unterhalten zu können.

Als ich das letzte mal in Frankfurt weilte, versuchte ich Sie telefonish zu erreichen, aber es wurde mir gesagt, dass Sie bei einer Konferenz beschäftigt sind.

Ich wußte bis zu meiner Rückkehr nach Hamburg nicht, daß Herr Dr. Chablani meinen Besuch bei Ihnen angemeldet hatte, sonst hätte ich noch darauf hingewiesen und bei Ihnen vorgesprochen als ich hier in Dr. dies aufsuchte.

Vor meiner Abreise nach Indien hätte ich Sie gern einmal persönlich gesprochen. Es ist nicht ausgeschlossen, daß ich vor meiner Abreise noch einmal nach Frankfurt komme wenn ich es nicht vermeiden werde, Sie aufzusuchen. Hierüber gebe ich Ihnen aber rechtzeitig Bescheid.

Das Hauptproblem der Deutsch-indischen Wirtschaft ist mehr Export aus Indien nach Deutschland, um es uns zu ermöglichen noch mehr aus Deutschland kaufen zu können.
Ein sehr interessantes Thema, worüber ein Gedankenaustausch niemals überflüssig sein kann.

Ich hoffe es, daß es noch noch möglich sein wird, Ihre persönliche Bekanntschaft zu machen. Ich nehme diese Gelegenheit wahr, Ihnen ein gesundes und erfolgreiches neues Jahr zu wünschen und verbleibe mit besten Grüßen

Ihr ergebener

N. Ganpuley,

OAR Gerhard E. Sust

BUNDESAMT FÜR GEWERBLICHE WIRTSCHAFT

FRANKFURT/M., den 11. Jan. 1960

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Bundesamt f. gewerbl. Wirtschaft, Frankfurt/M., Bockenheimer Landstr. 38

Mr.
N. Ganpuley
c/o
I. M a y e r & Co
Hamburg-Wandsbek
Königstraße 3

60

Sehr geehrter Herr Ganpuley!

Dr. Chablani hat mir Ihren Besuch angekündigt, und ich würde mich sehr freuen, Sie, bevor Sie in Ihr Heimatland zurückkehren, sprechen zu können.

Ich erwarte also gern Ihren Besuch, gestatte mir jedoch vorzuschlagen, diesen schriftlich oder telefonisch abzustimmen, da ich oftmals infolge Dienstreisen von Frankfurt abwesend bin.

Die freundlichen Grüße und Wünsche für das Neue Jahr erwidere ich aufs beste

Mit vorzüglicher Hochachtung

Sust

61

Dr. S.P. Chablani
Commercial Councellor
Indian Embassy

B o n n

14th Jan. 196o

My dear Dr. Chablani,

After I wrote to you last, sending you some of my views about trade, I did not hear from you.

I shall be leaving for India on 24th of this month. I intend stopping at Frankfurt for a day to meet Dr. Sust an Dr. Ries.

I am sorry to tell you that after all my troubles and your good offices I only got in the name of two companies a total Licence of DM 7.7oo,-- which is no amount for any imports in the name of 6 manufacturers whom I am representing.

I shall talk about this with the great men in Frankfurt, but I hear, that more can be done in Bonn and not in Frankfurt.

I shall be glad to have a line from you.

with kind regards.

Yours cincerely

N. Ganguley

V. GANPULEY

Dr. S.P.Chablani
EMBASSY OF INDIA
262, Koblenzer Strasse
B O N N

24th. November 1959

My dear Dr. Chablani,

I am obliged for your letter dated 17th. Nov.

I quite follow the trend of your thoughts. I have never tried to go on a beaten path but clear the jungle and cut the rocks as you rightly say. I only wished that the roadmaker be consulted sometimes because he may be able to give some useful hints to those driving at break-neck speed.

I am preparing my own suggestions as desired by you.

With my last I had sent to you a copy of my letter addressed to Bundesamt für Gewerbliche Wirtschaft Frankfurt which covered my suggestions about coir product that forms one of the items.
I had requested you, to let me know, if suggestions of that type would be good.

In the meantime applications for Coir products were invited by the Bundesamt in Frankfurt and I have sent my applications informing about the same to Dr. Ries who was to attend to this in the absence of Dr. Fremery

Now I await their decision and if I were again to get a licence for DM. 500.-I will approach you.

With kind regards

Sincerely yours

N.Vanpuley

63

Dr S.R.Chabbani
Commercial Counsellor
Bonn

4th January 60

My dear Dr Chabbani,

As you take keen interest about Indian economic problems and as we seem to agree in many points I take the liberty of sending to you a copy of some of my thoughts which I have put to the paper.

We have to take into account all those various factors in our export promotion drive. It will be a folly to be blind to these things.

I shall be glad to have the writing back with your studied comments.

You must have received my last letter in which I have asked you to let me have the particulars if you desire me to take up the Coffee trade with in cooperation with Mr. Bentra. If you would like me to contact the Coffee Board in Bangalore please inform them to that effect. It is necessary that Bonn blesses my visit or otherwise our Bureaucratic apparatus does not move.

I have still not received the decision about the Air products application. If it is not satisfactory I shall have to trouble you.

Hope you are doing well. With kind regards

Yours sincerely

N.Vanpuley

Ganpuley

Herrn

64

den 5.1.1960

Sehr geehrter Herr Ries!

Die Zeit meiner Abreise rückt näher und ich habe immer noch keine Nachricht über die Zuteilung der Einfuhrlizenz. Als ich Sie am 9. Dezember aufsuchte, glaubten Sie, dass die Zuteilung sehr bald vorgenommen werden könnte.

Dürfte ich damit rechnen, dass ich bis zum 15.Jan. einen Bescheid in Händen haben werde, damit ich vor meiner Abreise betreffs Einfuhr hier etwas unternehmen kann.

Anbei sende ich Ihnen Abschriften meiner Vorschläge als Mitglied des advisory Comittee, nur für Ihre Information.

Ihre weiteren Nachrichten gern erwartend, grüsse ich Sie mit

Hochachtung

V. Ganpuley

Anlagen:

N. Ganpuley

Herrn

Dr. Ries

Bundesamt für Gewerbliche Wirtschaft

Frankfurt a. M.

den 14.1.60

Sehr geehrter Herr Dr. Ries!

Gestern erhielt ich die Einfuhrbewilligungen mit folgenden genehmigten Beträgen:

I.Mayer & Co.	DM	6.246,--
N.Ganpuley & Co.	"	1.500,--

Nachdem wir in dieser Angelegenheit des öfteren uns eingehend unterhalten haben, glaubte ich, dass man meinem Anliegen mehr entsprechen würde und bin deshalb sehr enttäuscht über die Höhe der Zuteilung die ich erhalten habe.

Sie wissen, dass ich demnächst nach Indien zurückkehre um mit meinen Fabrikanten in der Angelegenheit zu verhandeln Mit diesen Beträgen lässt sich leider nicht viel für den Export der Kokosfabrikate tun. Ich werde zwar noch hier mit einigen Importeuren Verbindung aufnehmen.

Auf meiner Rückreise nach Indien habe ich vor am 25.Jan. in Frankfurt Station zu machen und werde mir bei der Gelegenheit erlauben, Sie aufzusuchen um Ihre weiteren Vorschläge in der Sache entgegenzunehmen.

Ich hoffe sehr, dass ich Sie antreffe und Sie ½ Stunde für mich erübrigen können.

Mit freundlichen Grüssen,

N. Ganpuley

N. Ganpuley

766

Herrn

Dr. E. Sust

Bundesamt für Gewerbliche Wirtschaft

F r a n k f u r t a/ M.

den 14.1.60

Sehr geehrter Herr Dr. Sust!

Ich danke Ihnen verbindlichst für Ihr freundliches Schreiben vom 11.ds.Mts. Ich beabsichtige auf meiner Rückreise nach Indien am 24. nach Frankfurt zu kommen. Am Sonntag bin ich Gast von Herrn Professor Adarkar und werde mir dann erlauben, am Montag den 25. gegen 10 Uhr bei Ihnen vorzusprechen.

Ich hoffe, dass Sie zu dieser Zeit in Frankfurt sein werden und ich die Gelegenheit einer Rücksprache mit Ihnen haben werde.

Mit freundlicher

Hochachtung

N. Ganpuley

,Ganpuley

67

Dr J.P.Chablani
Commercial Counsellor
Indian Embassy
BONN

15th January 60

My dear Dr Chablani,

After I wrote to you yesterday, I received your letter dated 12th today with the enclosures for which I thank you.

It is really a pleasure to see the way you are supporting my work respectively the Indian cause for which we are all here. I was touched to see the silent but effective way by which you are helping me. I am obliged to you for all the introductory letters that you have sent to me I shall surely call on the friends in Delhi and let me hope that they will prove equally helpful.

I have already written to you yesterday about the Coir product licence I received. I have written about that again to Dr Nies and shall meet Dr Nies and Dr Busst in Frankfurt on the 25th instant.

Today I called on the important Coir products importers Messrs Johannes Lucht & Co. You know Mr. Boyer of that firm who takes keen interest in Indian business but is equally displeased with the present Government Licencing policy which is killing Indian business and supporting Holland and other countries.

Apart from that I had a long talk with him and he is of the opinion that we may loose coir trade in course of time if we do not take interest to improve our qualities by partial mechanisation and do not introduce certain price control in the trade that could stabilise the prices.

Then I had a discussion with one important party here, which is going to India to establish a factory in Calcutta to extract Coir Fibre mechanically and manufacture there socalled insulating material which is better than Glass fibre and also manufacture from fibre latex combination matressing material which is better than foam rubber. This will give a great fill up to coir trade in India, and specially Coir fibre export in which Ceylong had so far the monopoly. I am writing to you this as I know that it will be of interest to you.

Thanking you again and looking forward to meet you if not here in India, I remain with kind regards

Sincerely yours

3 Bassein Road Post
Bombay.1 19th Feb 60

Dr J.[illegible] and
Joint Principal Port Health
Officer.

68

Dear Dr Dhanani,

As already informed I became free on the 15th inst and shall be carrying [illegible] Bombay till the end of this month.

I read in yesterdays paper of the meeting of the committee to discuss the [illegible] o.w is' there was a talk and on such subject I have written a short note. I [illegible] to know the result of the meeting, other than what [illegible] courtesy to [illegible].

I have already informed you that I received a medical quota [illegible] this time. I had to go [illegible] way to Genova where I [illegible] but [illegible] did not [illegible] further in my objective [illegible] their result for [illegible] Noir [illegible].

I wonder if it [illegible] necessary [illegible] now [illegible] given to me, at the [illegible] but I really [illegible] while at [illegible] if [illegible] necessary [illegible] this work [illegible].

I [illegible]
[illegible]

69 Coir Products.

This ~~letter~~ is one letter which confirms my talks with other importers and the point raised by me. The cheaper price is due to supplies through east block on one side and the mechanised manufactur on the other which will kill our home industry if we insist on doing things only by hand labour.

Kokos - Weberei

Felix Drobig KG date: January 11th, 1963

Dortmund

osterlandwnrstr. 12-14

In the sektor of slide proof mats many changes have taken place in the course of time. About 40 % of our turnover in slide proof mats we do in Sisal-Boucle products.

We send to you a sample but before you give this sample away we want from you respective from Messrs. Ganpuley and the manufactuerers a written agreement that the same will not be sold to third party in Germany.

The last supply of Holland mats which which we ~~sleewed~~ received through Messrs Ganpuley & Co were good throughout however some Hamburg importer has found a way to supply the same type of mat cheaper by DM -,40.

We are at present interested in India Velour in rolls if the quality and price are suitable. In this connection we may inform you that the Holland Ccoanut fibre weavers are supplying India Velour of 2 - 3 cm height at a price of DM 20,70 per sq. meter free German boarder.
We have ordered out two fully automatic Velour weaving looms, which will be supplied in 10 - 12 months so that in the course of one year we shall be able to complete Holland if in the meantime duty on this material from Holland is reduced.

What information has Coir Board collected about existing and likely foreign Competition to the Industry and what measures are adopted to meet this?

Coir Yarn and Coir products could be a sizable item of export

At present we are selling ~~only~~ particularly coir yarn in large Quantity to Germany as it needs no licence and there is no import duty except a turn over tax of 4%

Whereas coir products are subject import licence for which there are only small quotas and there is a duty of 18.4% and a trunover tax of 6% which makes the import of these products very difficult

Our products which are mostly made by handwork are costlier with this duty added to it makes it costly. Even Germany and Holland on a larger scale are manufacturing coir products in portin coir yarn from India

Even this trade we may loose to otner countries where cocoanut palm grows and as those countries have now become free they are in tesred in exporting these products.

They take the help of machine industry for that purpose, which not only simplifies the dehusking process of the cocoanut saving also time that is lost in retting process, but as they will be making their yatn also with machine the yarn will be better that is more even and just suited for working on the machine

Our yarn which is twisted by hand labour it has not been very even. So far the users of the yarn did not mind the little waste of time caused by une ven yarn in correcting the mistake while weaving a good deal of time is wasted which today due to heavy wages becomes uneconomical

So long Kerala objected to introducing the machinery in their area for processing yarn as well as in the manufacture of its products but if they do not change their attitude soon in favour of suitable dehusking, yarn makin and mat ing weaving machines they will loose the trade which they have built up all these years

There are first class machines available for that purpose which will enable us to remain in the forefront before the outside competition sets in

K.V. THOMAS & SONS
P. B. NO. 110.
ALLEPPEY.

C O I R.

COIR is the product of Cocoanut Palm (Cocos nuci fera linn) which is extensively grown in the south west coastal area of India, Kerala. It is a fruit fibre located in the husk of the cocoanut and belongs to the group of structural hard fibres of the bast fibre ~~group~~ series. It differs much from fibres like flax, hemp, jute or sisal, pineapple fibre etc, as being stiff but not brittle and has natural resistance to dampness

It is said Cocoanut Palm has come from Ceylon to this country and it may be true when we go through the early chronicles and find Megasthenes, Ambassador of Seleucus Nicator, telling the great Indian King Chandragupta about cocoanut palm he found in Ceylon in 300 B.C.

In ancient days the fibrous cocoanut husks were used as fuel. Later some found out the way to extract the fibre and used it as stuffing and spinning into ropes. The ropes were used for tying the native VALLOMS (Country crafts) History tells that the seafaring Pandyans and later the Arabs used the ropes for binding the timbers together in shipbuilding, tying the ships at ports of call, haulage purposes and for raising the sails. Marco Polo has written about the many uses of coir in shipbuilding in the Persian Gulf.

The total annual production of cocoanuts in India is 330 crores and Coir 180,000 tons. Out of this 58000 tons are absorbed in India, 23000 tons are used in the manufactures of various products in India and 45000 tons are exported.

The cocoanut husks are collected from the gardens fringing the lagoons and are immersed in the backwaters for an average period of six to nine months this process is called Retting. The backwaters lay in long stretch between the mainland and the narrow belt of land in the west coast of Kerala and are connected with the Arabian sea at various point by mouths, and the many short rivers empty their waters into these backwaters. As the backwaters are connected with the sea, the ebb and flow provide a certain measure of scour and the fresh water from the rivers reduces the salinity and specific gravity of the backwaters. This peculiar facility for retting cocoanut husks is not available so plentifully in any other part of India and that gives the Kerala State the special advantage for the growth of the Coir Industry.

The coconut husks immersed in pits in the backwaters become soft after six to nine months. They then are taken out and beaten with iron or wooden mallets to extract the fibre. The fibre so extracted is then cleaned, dried and spun into Coir Yarn. The spinning is done by hand and with the help of a single wheeled spinning machine, the spindle. The average out put per spindle per day works out to 21 lbs. coir yarn.

Coir Yarn has certain well known trade descriptions according to the use it is put to the location of the particular variety of manufacturing. The important descriptions are :-

ALLEPPEY. Superior and Ordinary. This is hand twisted, three and completely wheel spun, called after Alleppey, the earliest settlement of the East India Company on the south.

ATTADAM. This is wheel spun [illegible] produced in the Ernakulam area of Kerala.

CANNANORE. [illegible] produced around the Cannanore area.

ALAPAT. [illegible] It is hand and wheel spun and is used in the manufacture of Coir Rugs, produced in the Alapat area.

ALLEPPEY. It is wheel spun and is produced in the [illegible] parts of Alleppey.

WARKALLY. [illegible] is hand and wheel spun with [illegible] produced in the Warkally area.

CHAVAKAD. [illegible] produced in the coastal area between Cochin and Alleppey and is used in the manufacture of low quality coir mats.

KUMBLA. [illegible] produced around the places Calicut, Cuddalore and Cochin.

KAYAMPU. This is entirely handspun, particularly the weft, more pith and is produced in the places Beypore and Calicut.

KUMBLA. The fibre for making this grade of coir yarn is extracted from the husks which are neither retted nor soaked. The yarn is of dark reddish brown colour and is exclusively handspun. It is largely produced around Calicut, Kallai and Kurappanangadi.

Coir yarn is exported as raw yarn and as manufactured products of coir Mats, Mattings, Carpets, and Ropes. Coir yarn exported is made into bundles by Baling machines, each bale weighing 3 Cwts. The yarn exported is made into ropes, Bags, Coir Mats and Mattings, Household brushes etc in the importing countries, which are mainly U.K., Nederlands, France, Norway, Belgium, W. Germany and Italy, New Zealand, Australia and East& Central Africa. In some of the importing countries the yarn is also used for growing Vine, hpeats and for making oil filters

Coir manufactured into Ropes in thicknesses of ½",1",1½",3",6" etc are also exported.

Coir Fibre is also exported in small quantities. The fibre is used for upholstry works and for padding in most inner spring mattresses etc.in the importing countries.

It was in 1859 that the weaving of coir on wooden looms was introduced in Malabar Coast by an enterprising American of Irish origin. Others then followed and the floor-coverings manufactured found ready and increasing markets in England and in the Continent. Now there a number of factories employing about 15000 workers,mainly in and around Alleppey and Shertally and a few in nearby coastal areas. The entire manufacturing process is by manual labour.

Coir is manufactured into floor-coverings such as Coir Door Mats,Mattings,Carpets etc in many pleasing shades and attractive patterns. Coir floor-coverings outlast similar products of any other hard fibre. They are hard,damp resisting and give cool comfort in torrid heat and retain warmth when the mercury falls. They also deaden the sound.

The main foreign markets for Indian coir floor-coverings are the U.K.and other European countries,Canada,U.S.A and Australia. A few other countries as Iraq etc also import in small quantities U.K. is the bigrest single market,consuming nearly 72% of the total output of Indian Coir Mats and Mattings.

India is almost the only producer of Coir Yarn and Coir Floor-coverings amongst the coconut producing countries of the world thanks to the backwaters of Kerala which afford the facility for retting husks. India earns 8 to 10 crores of rupees annually by the export of Coir yarn and Coir products.

About a lakh of families or 5 lakhs of people,men,women and children,in an area of 1863 s.miles in the west coast of Kerala,are engaged in the Coir Industry,in the various stages. The retting of husks and spinning of coir yarn are carried as cottage industries in the coastal areas and the Government is trying to bring these under the Co-operative movemnet. A few co-operative societies have been started,dealing in the spinning and sale of coir yarn. The success of these socities are keenly watched and if they fulfill the objectives radually,retting,spinning of coir yarn and sale of same would be brought under the co-operative movement in order to stabilise the industry and to protect the interest of the people engaged in it.

Certain European countries like Holland. W.Germany, Italy etc have made great strides in the manufacture of coir floor-coverings with the coir yran imported from India. This tells badly on the Indian industry and Indian is now compelled to explore other foreign markets and to popularise the products more in the home markets.

The Government of India has taken keen iterest in recent years, in the coir industry and has set up the Coir Board, to protect and promote same. The Board has sent a few trade delegations to foreign countries and has opened show rooms in Delhi, Bombay and Madras. It is hoped that the Board would be a real help to the industry.

The Government of India has passed the Coir Industry (Registration and Licensing) Rules 1953 Under these rules all spindles (Coir yarn spinning machies) and industrial establishments are registered and nobody, hereafter, shall work a spindle or an industrial establishment that is not registered. Export of coir yarn, fibre or coir products can only be made by registered exporters on export licenses. These Rules are considered necessary for the healthy developement of the Coir Industry and all concerned in the industry are extending their support to these Rules.

Enclosed 4 photos.

1. Women extracting fibre from retted husks. It is a common seene on the shores of the backwaters in Kerala. See the cocoanut trees and the VALLOM (Country craft) in the background,
2. Women cleaning the fibre with hands.
3. Spinning coir yarn on Spindles
4. Weaving coir mats on wooden looms.

ROLL NO 5

N. G. GANPULEY
(PAPERS)

CONTD. FROM :- FILE NO 13 PAGE 212

TO

FILE NO. 20

S. P. A
J. K. J

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